

Full Spread Ad Specifications

Color: **CMYK** (all colors & images must be CMYK, no RGB or Spot colors)

Resolution: **300 ppi**

File Format: **PDF, JPG, TIFF**

File Naming: **Name file same as content, not for publication it is going in.**

Example, Motorola_Full-Page.pdf, and not Small_Homes_Ad.pdf

Live Area: This is the area that all the important information and text must stay within. Anything going beyond this area maybe compromised during final trimming.

Finished Size: This is the finished size of the magazine spread.

Bleed: If images or design is to bleed off the spread there must be a minimum of one eighth of an inch (.125") of bleed that extends beyond the finished edge.

Artwork submitted must adhere to the above specifications. Any artwork that does not meet the specifications will not be used and will be the responsibility of the advertiser to correct.



If you have any question, please give us a call.



Dominic Foley, *Publisher*

86 Villa Road • Greenville, South Carolina 29615

(864) 288-7580