



## ADVERTISING SPECS • Ads Due February 1, 2011

### **I. Acceptable File Formats for Electronic Art**

- CMYK, Black & White or Grayscale
- NO PANTONE/SPOT COLORS, NO RGB

#### **PDF**

- Make sure file is press resolution (see resolution below)
- All fonts must be embedded

#### **TIFFS**

- Mac or PC Formats

#### **JPEGS**

- Mac or PC Formats

#### **ILLUSTRATOR FILES**

- MAC FORMAT ONLY
- EPS format only
- Create outlines for ALL FONTS

### **II. Resolution**

- All continuous tone images (color & grayscale scans/photos) should have a resolution of 300 dpi at actual size (100%)
- Scanned line art should have a resolution of 1200 dpi at actual size (100%)

### **III. Sizes (see pages 2-3 in this pdf)**

- Full Page 7.5" wide x 10" high
- Half Page 7.5" wide x 4.875" high
- Quarter Page 3.625" wide x 4.875" high
- Eight Page 3.625" wide x 2.3125" high

### **IV. We accept ads on CD. Mail to:**

Paras Productions, Inc.  
2106 C Gallows Road  
Vienna, VA 22182

### **V. File Transfer**

Files can be uploaded directly to [www.paras.com/upload](http://www.paras.com/upload), files under 9 MB can be emailed to [files@paras.com](mailto:files@paras.com).

Questions, contact Fritz Partlow at Paras Productions, Inc., 703-442-9070.

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