

PRINT AD SPECS FOR

2023 Media Kit



These settings will ensure the proper output of your print ad. Follow these steps before submitting your ad.

THESE SPECS ARE APPLICABLE FOR

- Az Business Leaders
- PTK: People & Projects to Know

FILE/COLOR SETTINGS

- PDF files need to be 300 DPI, CMYK, with fonts embedded and transparencies flattened.
- Full page ads need to have bleeds included (.125")
- PDF certification should be set to PDFX-1a.
- .JPG, .PSD and .TIFF files need to be 300 DPI, CMYK and with layers flattened.
- Convert any spot colors (Pantone colors) to process. (CMYK)
- Total ink coverage should not exceed 280%.
- For rich black the following is recommended:
C: 40% M: 30% Y: 20% K: 100%

Note: All images, text, borders or other design elements placed outside the safe area may be trimmed or will not appear centered.

HOW TO SEND FILES

- E-mail
- Website (azBIGmedia.com-under 'Advertising' click the "Upload Artwork" link and fill out the information that is requested.)

Note: Ads submitted as anything other than a .PDF, .JPG, .PSD, or .TIFF will be returned.

Note: Ads created and exported from such programs as Microsoft Excel, Word, etc., will produce unfavorable results in color, image placement, and/or font accuracy. Check to see if the program you are using supports exporting at high quality to a PDF or TIFF format. We recommend using applications that support industry-standard settings.

COLOR PROOFS

We can not guarantee color, image placement, or font accuracy without a hard copy of your ad.

FULL PAGE

Trim **9" x 10.875"**

Bleed **+ .125"**

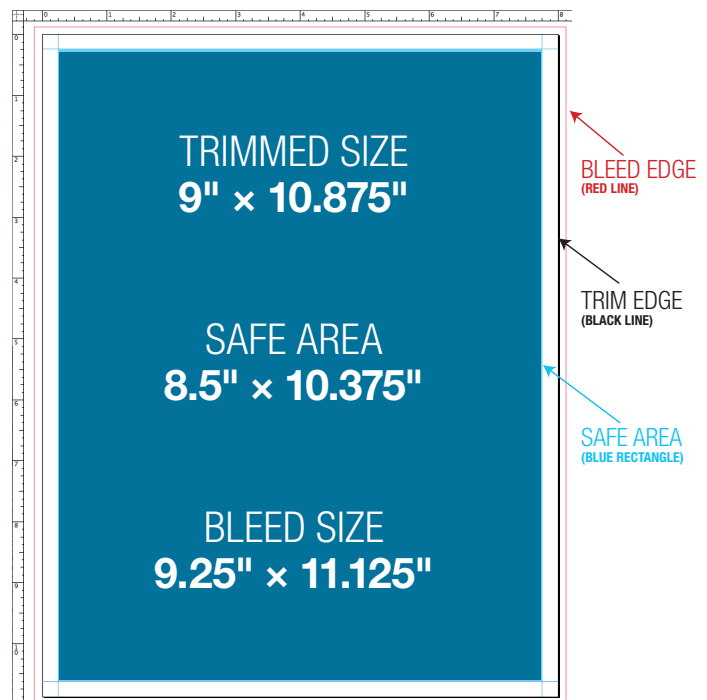
Important info should not extend outside safe area **8.5" x 10.375"**

2 PAGE SPREAD

Trim **18" x 10.875"**

Bleed **+ .125"**

Important info should not extend outside safe area **17.5" x 10.375"**



ACCEPTABLE FILE FORMATS

.PDF (Preferred)
.JPG

.PSD
.TIFF