

full page  
bleed

bleed size: 8.75 x 11.25  
trim size: 8.25 x 10.75  
live area: 7.5 x 10

full page  
no bleed

7.5 x 10

**Please send all  
advertising graphic  
files to:**

**Publisher@  
NaturalCentralPa.com**

## Formatting for Offset Press-Ready Ads

If you are providing a print-ready digital file, your ad must be submitted using the following specifications:

- 1) **Press-ready Adobe Acrobat® PDF file; PDF/X1a**  
is the preferred file preset. Compatibility should be set for Acrobat 4 (1.3). Please "flatten" all files with fonts embedded before saving. Export from InDesign or Quark Express as 'Press Quality'.
- 2) **Press-ready JPG & EPS files**  
are accepted. Save Adobe Illustrator files as EPS with embedded photos & art. All fonts converted to outline. Save Adobe Photoshop files as flattened JPG, 300 dpi, in CMYK. 100% black text should be the top layer before flattening so it will overprint any background.
- 3) **Layout:**
  - Build ads to exact size dimensions, only full page bleed ads require 1/4th inch beyond the trim area on all four sides
  - Do not add printer's crop marks to any file
  - Use high resolution images, 300 dpi for photos and 1200 dpi for non-vector line art is recommended
  - All files must be CMYK or Grayscale. Do not use spot, RGB or LAB colors.
  - Do not embed ICC profiles in images
  - Avoid scaling images. If necessary, stay within 50%-150% range
  - Flatten all transparent objects at a high resolution. Avoid placing transparent object over text or other critical vector objects
  - Total ink coverage shouldn't exceed 280%
  - Files should be right-reading, portrait mode, 100% to size with no rotations

## 4) Fonts:

- All fonts must be embedded and/or attached.
- Ensure all black text is 100% black (no rich black).
- Set all black text to OVERPRINT color backgrounds
- Ensure all reverses and colored text are 10 pt or larger, using a thick font.

**No computer-printed material or website images will be accepted.**

**Microsoft Word, Publisher or Canva files will not be accepted for print-ready ads.**

**Emailed files must be under 15 MB.**

2/3 page  
vertical  
(2/3v)

4.875 x 9.75

2/3 page horizontal  
(2/3h)

7.5 x 6.25

5/12

4.875 x 6.4375

half-page  
vertical  
(1/2v 2cp)

3.625  
x  
9.75

half-page  
vertical  
(1/2v)

4.875 x 7.25

half-page horizontal  
(1/2h)

7.5 x 4.75

1/3  
vertical  
(1/3v)

2.375  
x  
9.75

1/3 horizontal (1/3h2c)

4.875 x 4.75

1/3 horizontal (1/3h3c)

7.5 x 3.125

1/4 vertical  
(1/4v)

3.625  
x  
4.75

1/4 horizontal  
(1/4h2c)

4.875 x 3.125

1/4 horizontal (1/4h3c)

7.5 x 2.25

1/8

2.375  
x  
3.125

bus. card

3.625 x 2.25

1/6  
vertical  
(1/6v)

2.375  
x  
4.75

1/6 horizontal  
(1/6h)

4.875 x 2.25