

○ MATERIAL REQUIREMENTS

We can receive native files in Adobe Illustrator, inDesign or Photoshop formats, but native files must include all supporting art and fonts. We also accept PDF formats. Please make sure you embed the fonts when providing PDF's.

- All related images should be provided as .tif, .psd or .eps and all fonts converted to outlines to eliminate font issues. File resolution should be a minimum of 300 dpi and all colors should be CMYK process (cyan, magenta, yellow, black). NO PANTONE, RGB or SPOT COLORS.

○ DIGITAL ADVERTISING SPECS

Web Tile on AZParenting.com

Web tiles rotate through all pages on site

Standard Tile
(300px W x 250px T)
jpg, png or gif file

Double Tile
(300px W x 500px T)
jpg, png or gif file

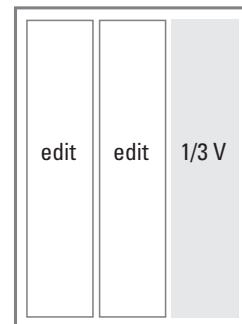
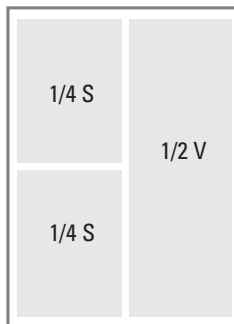
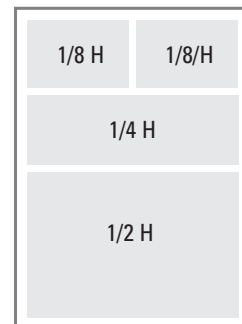


○ PRINT DIMENSIONS

Ad Sizes	Width	Height
Full Page* (Bleed/No Crops)	8.625"	11.125"
Full Page (No Bleed/No Crops)	7.375"	10.125"
1/2 H. (No Bleed/No Crops)	7.375"	5"
1/2 V. (No Bleed/No Crops)	3.625"	10.125"
1/3 V. (No Bleed/No Crops)	2.3472"	10.125"
1/4 H. (No Bleed/No Crops)	7.375"	2.425"
1/4 S. (No Bleed/No Crops)	3.625"	5"
1/8 H. (No Bleed/No Crops)	3.625"	2.425"

*Bleed Information for Full Page Ad:

- Bleed Size: 8.625" W x 11.125 T (1/4" past trim on 4 sides) (**no cropmarks please**)
- Trim Size: 8.375" W x 10.875" T
- Live Area: 7.375" W x 10.125"



Connecting readers and advertisers on these social media platforms.



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