

## SPECIFICATION SHEET

All Creative Indoor Advertising Ads should be created at 100% of actual size.

The two most common sizes for Creative Ads are:

Large vertical orientation

7.75" x 10.5" = Trim size

8.25" x 11" = Bleed size

7.25" x 10" = Safe area

Small horizontal orientation

7.75" x 5" = Trim size

8.25" x 5.5" = Bleed size

7.25" x 4.25" = Safe area

It is preferable that all artwork be saved in PDF format and include a color proof. Proofs do not have to be actual size. If PDF format is not possible, please submit artwork that has been created using the following programs only:

Quark XPress (3.0 or higher)

Adobe Illustrator (5.0 or higher)

Adobe Photoshop (4.0 or higher)

### ALL ART WORK SHOULD BE:

- Created at 100%.
- Have a resolution of no less than 300 dpi.
- Saved in CMYK color.
- Saved as vector art, if not saved as a PDF.
- Be delivered no less than seven day prior to posting date.
- Include all necessary fonts and images.
- Be approved by Creative Indoor Advertising and host venues.

