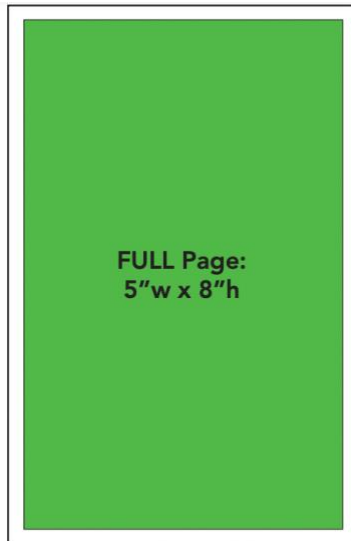




BFR Program Booklet

AD SPECIFICATIONS GUIDE | 8 1/2" X 5.5" PUBLICATION



AD DEVELOPMENT NOTES

- Create your document to the exact size it will print.
- On full-page ads, bleeds must extend a minimum of 1/8" past the trim.
- On full-page ads, please allow an 1/4" margin from the trim for text and images. For a perfect-bound publication, please allow 1/2" margin from the trim on the sides.

IMAGES

- All images should have a minimum resolution of 300 dpi at 100%.
- All image files should be TIF, JPG or EPS. PICT. (GIF files are low-resolution web files that are not suitable for printing.)

OTHER ACCEPTED FILE FORMATS

- .pdf – Press-ready (Includes bleeds with all fonts embedded)
- .qxp – QuarkXpress
- .indd – Adobe InDesign
- .ai – Adobe Illustrator
- .psd – Adobe Photoshop