



Advertisement Specification Sheet

Files can be sent via hightail.com, dropbox.com or wetransfer.com.

Acceptable Files: All creative must be provided as

Photoshop TIF, JPG, or PSD

Adobe PDF.

All jobs sent that are not in one of the above formats will be converted at the customer's expense.

General Specs: The book size is **8.5" x 11"**. Please keep all live material at least 3/16" away from trim. Bleed to be set at 1/8" or **8.63x11.25**.

For double page ads, make sure to have your bleed at **17.26x11.25**

Adobe Photoshop: (Version CC 2017)

All photoshop files need to be saved as tif, jpg or eps. CMYK, Grayscale or Bitmap only, no RGB. The image size needs to be 300dpi at the final output size of 8.5" x 11". If you send a layered tif file, please include any fonts that may have been used in that image.

Adobe PDF: All PDF files must be distilled as **CMYK, no less than 300 dpi**. All fonts must be embedded, including 100% of all subsets. All PDF files must contain 1/8" bleed if your printed piece contains bleed. All 4-color images embedded into your original file must be in CMYK in order for them to print properly. If you turn on the compression make sure to use Jpeg/High to insure quality of final output.

If you have any questions please address them to your sales representative, or email the creative coordinator, Mike Horne at mike@mudbughosting.com.

Anything that
does not bleed
off must remain
within the green
live area!

 Live area

 Margin area

 Bleed area