

## Ad Specifications

### Ad Sizes

Full Page w/ bleeds:

5.75 x 8.75 (live area 5.25 x 8.25)

Half Page w/ bleeds:

A. 3 x 8.75 ( live area 2.75 x 8.25)

B. 5.75 x 4.5 (live area 5.25 x 4 )

Quarter Page w/ bleeds:

1.625 x 2.35 (live area 1.125 x 1.875)

### Page Format:

Color pages and tabs must have 1/8" bleed. Images must be 300 dpi or higher. The final output will be 175 line screen. Tabs must be 1/2" larger than final page size. If needed, a tab template can be provided by AGS.

Black and white pages must have 1/4" bleed. Images must be 266 dpi or higher. The final output will be 133 line screen. All live matter must be 1/4" from final trim.

### Black and White and Color Ads:

If an advertisement is sent as an electronic file (supplied on CD, Zip, or ftp) they must be accompanied with final hard copy output from the final file(s) provided on the disk. Should the advertiser have any changes to advertisement copy provided on disk, the submission of a new disk is required.

### Acceptable electronic formats can be:

Mac or PC, using Adobe PageMaker, QuarkXpress, Adobe InDesign, Adobe Photoshop, Adobe Illustrator (type converted to paths and file saved as EPS) or PDF.

Artwork must be saved as TIFF or EPS.

All fonts and images must be included.

Color images must be CMYK and Resolutions of 300 dpi or greater.

PDF files must be created using Press Quality in Adobe Acrobat.

Fonts and high resolution images must be embedded in the PDF.

Please be sure that the PDF does not contain any security passwords.

### Uploading files:

Follow this link to upload files to our FTP site: <http://www.ags.com/fileupload/index.cfm>

Please select Cheryl Jonelis as the CSR in the drop down box; this will generate an email notifying CSR that files have been uploaded.