

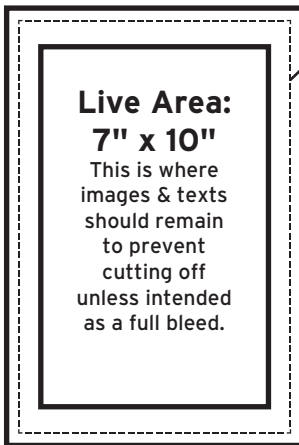
Advertisement Specifications

Display Ad Size

SIZE	BLEED	TRIM	LIVE AREA
Full Page	8.5"w X 11.125"h	8.25"w x 10.875"h	7"w x 10"h
Half Page	N/A	N/A	7"w x 5"h
Quarter Page	N/A	N/A	7"w x 2.5"h
2 Page Spread	16.75"w X 11.125"h	16.5"w X 10.875"h	15.25"w (allow for 1" gutter) x 10"h

Design as Full Page Size: 8.5" x 11.125"

Final product will be trimmed to 8.25"w x 10.875"h



Half Page: 7" x 5"



Quarter Page: 7" x 2.5"



*Critical text and graphics must be within the live area on all ads.
For further information please call Samantha Ortaldo at 301-698-5446 x14

Accepted File Types:

- High Resolution PDF:** when creating a high resolution pdf please check the settings to make sure the fonts are embedded, the images are not being downsampled, and there is no security enabled
- Illustrator File:** when saving an Illustrator file please make sure all images are embedded in the file and all text is converted to outlines so there are no font problems
- Quark File:** with the Quark document make sure you collect all output associated with the file, fonts & images used in the creation of your advertisement
- Other things to think about:** Please make sure all elements in your ad are converted to CMYK and make sure all images in your ad are 300 dpi at print size. Please do not include crop or registration marks around your ad as they must be removed before we process ads.

How to send to Black's Guide:

- Burn all files for the advertisement to a CD and send to: **Black's Guide**
5210 Chairmans Court, Suite 2B
Frederick, MD 21703
- Send a PDF, JPG or EPS file via email to dvache@blacksguide.com or sortaldo@blacksguide.com. Please note that many email programs put restrictions on size of files they can send or receive.
- Please use our upload site at <http://www.blackresearch.com/upload/> and follow the instructions displayed