

## Display Ad for 1- or 2-Pocket Folder

To assist you in creating your display ad, we've put together this checklist. Please ensure that your ad meets the following criteria. Submit your ad materials via e-mail, CD, DVD, or FTP site. [Click here to download FTP instructions.](#)

### Document and trim size

- Full-page ad: 9.25 inches (width) x 12.25 inches (height) due to inclusion of bleed [final trim size is 9 inches (width) x 12 inches (height)]
- [Click here for more information about bleeds and trim size.](#)

### Bleed area

0.25 inches on all sides

### Images

- All picture images must be supplied or embedded into files
- All picture images must be CMYK and 300 dpi (dots per inch)
- All picture images must be TIFF, JPEG, or EPS format

### Fonts

All fonts must be supplied or embedded into files if submitting a IND, AI, EPS, or QXD file

### Ad format

One of the following:

- PDF (high resolution)
- InDesign (IND)
- PhotoShop (PSD)
- Adobe Illustrator (AI)
- QuarkXpress (QXD)

### PDF export settings

If supplying a PDF for your display ad, please download and follow the appropriate export settings for the page layout programs listed below:

- [InDesign CS2 PDF Settings](#)
- [Quark 6 PDF Settings](#)
- [Quark 7 PDF Settings](#)

*PLEASE NOTE: We will only make grammatical corrections if needed. Please review the information prior to sending it to Hobsons. You will receive a completed page proof for your approval.*