

Display Ad for Print Guides

Thank you for participating in Hobsons' 2010 print publications. 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: 8.75 inches (width) x 11.125 inches (height) due to inclusion of bleed [final trim size is 8.5 inches (width) x 10.875 inches (height)]
- Double-page ad: 17.25 inches (width) x 11.125 inches (height) due to inclusion of bleed [final trim size is 17.0 inches (width) x 10.875 inches (height)]
- [Click here for more information about bleeds and trim size.](#)

Bleed area

0.25 inches on all sides (both full- and double-page ads)

Gutter

Double-page ads only: if possible, supply as two split pages with bleed to give overlap for gutter

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 (QXD)
- 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.

[Click here to download a sample display ad.](#)