

the
baby
guide

MECHANICAL SPECIFICATIONS

Full page

Trim size: 6.4375 x 9.5" (add .125" on all sides for bleeds)
Keep all live matter .25" from trim size

Half page

Horizontal 5.75 x 4.375"

Quarter page

Vertical 2.75 x 4.375"

Camera-ready artwork specifications

Disks: Macintosh only (on CDs or Zip disks).
 Programs: Quark XPress, Photo Shop and Illustrator ONLY.
 Fonts: Provide all fonts and linked graphics/photo files.
 Scans: Indicate on proof if photo is FPO or hi res scan included on disk.
 Hi Res Scans: Must be CMYK, 300 dpi minimum, at final print size.*
 Proofs: Color (or b&w if applicable) laser/ink jet proofs must accompany ads submitted on disk.
 Film: No film accepted. Printing is direct-to-plate.

***NOTE:**

Stork Communications is not responsible for client-supplied hi res scans. Client must approve of all color scans with their respective designers/agencies before submission to Stork Communications

Send Disk or CD to:
 Stork Communications
 PO Box 1120
 Hamilton, Ohio 45012