

the babyguide

and kids too!

MECHANICAL SPECIFICATIONS

Two page spread

Trim size: 12.265" x 9.125" (add .25" on all sides for bleeds)
*Keep all live matter and non bleeding elements .25" from trim,
 .375" from gutter*

Full page

Trim size: 6.3125 x 9.125" (add .25" on all sides for bleeds)
*Keep all live matter and non bleeding elements .25" from trim,
 .375" from gutter*

Half page

Horizontal 5.75 x 4.125"

Quarter page

Vertical 2.75 x 4.125"

Digital artwork specifications

Disks: Macintosh only (on CDs).
 Programs: Quark XPress 9, Adobe Photoshop CS5 and
 Adobe Illustrator CS5 ONLY.
 Fonts: Provide all fonts and linked graphics/photo files.
 Color type 8 pt minimum, color rules 1 pt minimum.
 Hi Res Scans: Must be CMYK, 300 dpi minimum, at final print size.*
 Proofs: Color laser/ink jet proofs must accompany ads submitted
 on disk.
 PDF Files: High Res CMYK (Full Page with bleed and trim marks)
 Film: No film accepted. Printing is direct-to-plate.
 Website Files: Photo minimum 366 pixels w x 324 pixels h, 72 dpi .jpg
 Logo maximum 155 pixels w x 200 pixels h

Send files or CD to:

Wells Design
 5181 Deerview Park Drive
 Cleves, OH 45002
 ...
 wellsdeb@eos.net

Questions?

Contact Deb at Wells Design
 513.941.7676
 wellsdeb@eos.net

*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