



# Family Publishing, Inc.

## DOCUMENT SPECIFICATIONS

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Our graphics department are both Mac & Windows based. We currently use the following programs:

#### Mac

Adobe **InDesign CS3**  
Adobe **PageMaker 7.0**  
Adobe **Photoshop CS3**  
Adobe **Illustrator 10.0**  
Adobe **Acrobat 8.0**

#### PC

Adobe **InDesign CS**  
Adobe **PageMaker 6.5**  
Adobe **Photoshop 7.0**  
Adobe **Illustrator 7.0**

(If you do not see your software listed and are planning to send your files in their native applications, please contact our graphics department for any compatibility issues)

#### A word about your images:

DIGITAL IMAGES need to be supplied to us at 300dpi (Dots Per Inch). Please **DO NOT** use photos from or saved for the web as they are low resolution (72dpi). Black and White images should be saved as grayscale. Full color images should be saved as CMYK (process color). Photos may be saved in PDF, TIFF or EPS format. High resolution JPEG is also acceptable. **Note:** If you are using a digital camera to capture your photos, be aware of the resolution setting as your digital camera may default to a low resolution setting designed for web content. PHYSICAL IMAGES (prints) need to be actual photographs. Please **DO NOT** send faxes, photocopies or printouts from your computer as we will not be able to use them.

#### A word about your digital files:

You may send your files in their native application or in PDF (portable document file) format. If your files are sent in their native applications, please be sure to include all appropriate fonts (PostScript, True Type, etc.) as well as any logo and photo linked to the document. This will insure that the ad opens properly with no surprises. All bleeds should extend 1/4" past the image area. Articles may be saved in a text format (Word, Text Edit, Etc.).

#### Media formats we can accept:

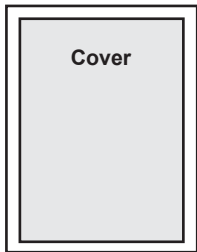
Portable Media (Compact Flash, Secure Digital, Etc.) • CD-R & CD-RW • DVD-R & DVD-RW • ZIP 100mb  
Please make sure once you have saved your file(s) to disk, reopen them and verify the contents of the disk. Also, please include a printed list of files and folders as well as a hard copy or matchprint of your ad for quality control purposes.

#### Sending us your digital files:

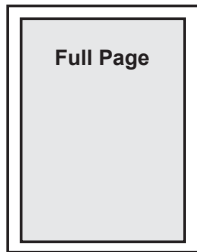
We can accept files via e-mail. If your file is large, you may wish to compress the file via Stuffit or WinZip. We have FTP (File Transfer Protocol) available. Please contact us if you wish to use FTP as we will need to issue a user name and password. When mailing your files, photos, etc., we recommend using a service with tracking or delivery confirmation.

Feel free to contact us with any questions you may have. We look forward to hearing from you!

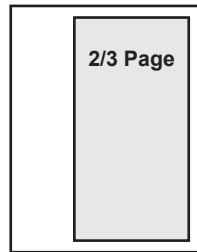
## AD SIZES / DIMENSIONS



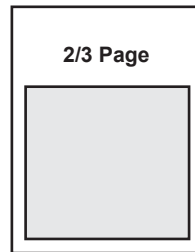
Full Page Cover: 9" x 7"



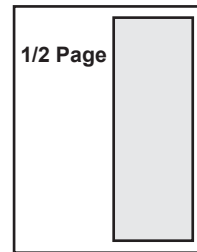
Full Page: 9" x 7"



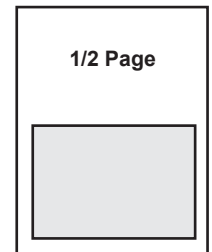
(Vertical): 8 3/4" x 4 1/4"



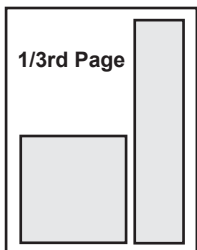
Box: 5 3/4" x 6 1/2"



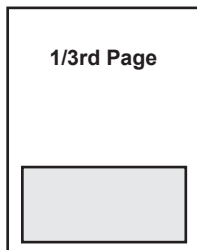
Vertical: 8 3/4" x 3 1/8"



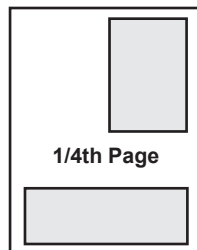
Horizontal: 4 1/4" x 6 1/2"



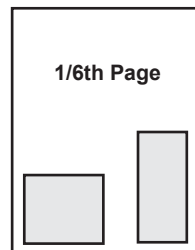
Box: 4 1/4" x 4 1/4"  
Vertical: 8 3/4" x 2"



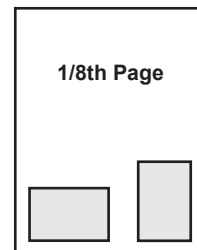
Horizontal: 2 3/4 x 6 1/2"



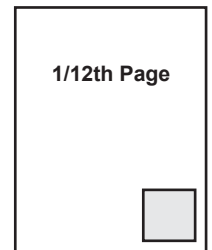
Vertical: 4 1/4" x 3 1/8"  
Horizontal: 2" x 6 1/2"



Box: 2 3/4"x 3 1/8"  
Vertical: 4 1/4" x 2"



Vertical: 3 1/8" x 2"  
Horizontal: 2" x 3 1/8"



Box: 2" x 2"