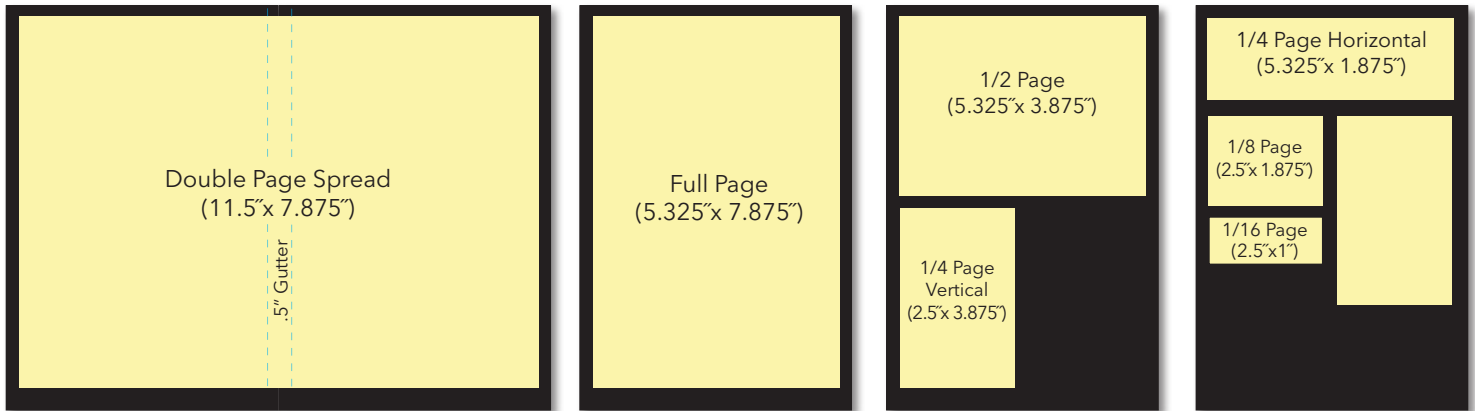


# ARMED FORCES DIRECTORY

## Ad Copy Specifications



### Dimensions

#### Standard Ad Sizes      Width x Height

Double Page Spread.....	11.5" x 7.875" (allow .5" for gutter)
Full Page .....	5.325" x 7.875"
1/2 Page.....	5.325" x 3.875"
1/4 Page (Horizontal).....	5.325" x 1.875"
1/4 Page (Vertical).....	2.5" x 3.875"
1/8 Page.....	2.5" x 1.875"
1/16 Page .....	2.5" x 1"

No bleed on standard size ads.

### Cover Ad Copy Specifications

Specifications are for the following: Back Cover, Inside Front Cover and Inside Back Cover

Trim Size.....	6" x 9"
Live Area .....	5.5" x 8.5"
Bleed.....	.25" bleed is required

### American Publishing cannot accept the following:

- Ads created in Microsoft Word, Microsoft Publisher, Microsoft Power Point, or any other word processing program.
- Most artwork retrieved from the Web is not high resolution, therefore is unacceptable for print advertisement.

### Preferred File Format

**All files must be set at 300 DPI.**

- High resolution PDF, PDFx-1a (Ads with a bleed must include bleed settings when creating PDF.)
  - TIFF, EPS and JPG files
  - Native application documents including InDesign, Photoshop or Illustrator will be accepted. InDesign files must be packaged with linked images and fonts. For Illustrator files, please convert type to outline and include any placed images in a separate image folder.
  - Full color ads must be submitted in CMYK color mode. RGB files will not be accepted. All spot colors must be converted to CMYK.
  - Black and White files must be set in grayscale mode.
- \* Documents using reverse type (white type on colored background) smaller than 9 point cannot be printed with guaranteed clarity.

*If you have any questions regarding artwork, please contact our Graphics Arts Department @ 443.703.6973 or e-mail to p.brzozowski@brac-military.org*

