



DIGITAL REQUIREMENTS*

Digital File Formats Accepted:

Adobe Acrobat PDF/X-1A

Adobe InDesign - version CS3 or earlier.

QuarkXpress - version 6.5 or earlier.

Adobe Illustrator - version CS3 or earlier.

- Images at least 300 dpi, CMYK or grayscale.
- Embed all fonts. Use PostScript Type 1 not made bold or italic in native file's style menu.
- PDFs should be originated from either: InDesign, QuarkXpress, Illustrator.

We DO NOT accept:

- PDFs originated from Microsoft Word or Publisher.
- Images that are low resolution (240 dpi and lower) or taken from web sites.
- No RGB, Pantone (PMS) or spot colors.
- No type bold faced or italicized in application style mode.
- Files in PageMaker, Microsoft Excel, Lotus, PowerPoint or Publisher.
- Low resolution digital camera images. Make sure to set camera on the largest setting (1600x1200 pixels) and use the RAW file format, if available. Turn off date/time stamp.

Preparing Ads, Color Proofs:

Document size should be the specified ad size with no additional border/white space. PLEASE DO NOT include crop or registration marks.

Full page bleed ads should be created to the trim size of the publication plus bleed. For bleed, background should extend at least 1/4" (18 pts) on all four sides of the ad.

Send to us:

- It is preferred that ads be emailed to: Production@valleydel.com.

** Files that have to be extensively corrected or reformatted to fit our size will be subject to production charges.*

MECHANICAL REQUIREMENTS

<u>Space</u>	<u>Picas W x H</u>	<u>Inches W x H</u>
Trim Size	33 x 51	5.5 x 8.5
Full page bleed	35 x 53	5.75 x 8.75
Full page	27 x 45	4.5 x 7.5
Horizontal two-thirds page	27 x 29p6	4.5 x 4.875
Horizontal one-third page	27 x 14p3	4.5 x 2.375
Vertical half page	13 x 45	2.125 x 7.5
Horizontal half page	27 x 22	4.5 x 3.625
Vertical quarter page	13 x 22	2.167 x 3.625
Horizontal quarter page	27 x 10p6	4.5 x 1.75
Vertical eighth page	13 x 10p6	2.167 x 1.75

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