



Dimensions shown are width x height.

**FULL PAGE**

**Non-Bleed**  
8 x 9.875

**Bleed**  
9.25 x 11.125

Trim Size: 9 x 10.875

**1/2 PAGE HORIZONTAL**  
8 x 4.5

**1/2 PAGE VERTICAL**  
3.875 x 9.25

**1/4 PAGE V**  
3.875 x 4.5

**1/6 PAGE V**  
2.5 x 4.5

**1/4 PAGE HORIZONTAL**  
8 x 2.125

**1/3 PAGE SQUARE**  
5.25 x 4.5

**1/6 PG HORIZ**  
5.25 x 2.125

**MARKET**  
2.5 x 2.125

## ACCEPTABLE FORMATS

### Preferred Format:

**High resolution PDF.** If you are not sure how to create a pdf, please call for our settings.

### Other applications:

- Adobe InDesign (preferred)
- Adobe Illustrator
- Adobe Photoshop
- Quark Xpress (version 8)

Ads created in Photoshop or Illustrator must be saved in eps or TIF format with fonts either embedded or converted to paths, curves or outlines.

If supplying files in Quark, InDesign or Illustrator, all graphics and fonts must be included with your file. We DO NOT accept any files created in Microsoft Publisher or Microsoft Word.

If using an illustration program (such as Corel or Illustrator), all fonts must be converted to paths, curves or outlines (save the file as an EPS).

## DIGITAL SPECIFICATIONS

- 300 ppi resolution (bitmap images at least 1000 ppi)
- Colors converted to CMYK
- Fonts: Be sure to embed all fonts in your final pdf file

**All colors must be converted to CMYK. RGB images not accepted.**

## PROOFS

**Please include a color proof of your ad. If color proofs are not supplied, Three Dog Ink cannot be responsible for accurate ad reproduction.**

## NEED HELP?

Three Dog Ink can provide graphic design services to help you craft the perfect ad for your business.

## PC USERS

Please save your artwork as a high resolution PDF file or in TIF format with a Macintosh preview. **DO NOT EMBED COLOR PROFILES.**

## MISCELLANEOUS

**Photoshop Files:** Please resize Photoshop files accordingly so they are placed into your layout program (e.g., InDesign) at 100%. **Do not embed color profiles** as the colors do not process properly during printing

**Illustrator or Corel Files:** Convert all fonts to outlines, paths or curves.

**Fonts:** Be sure to select fonts by name with the weight or style desired. For example, select **Helvetica Italic** rather than selecting Helvetica and choosing italic in the style palette.

**We DO NOT accept any files created in Microsoft Publisher or Microsoft Word.**

## SENDING FILES

When sending PDFs via email (send to: [art@threedogink.com](mailto:art@threedogink.com)) there is no need to compress them. If sending other artwork via email, please compress **all** files into a .sit, .sitx or .zip archive. For files larger than 8MB, please call for our ftp site info.

If you have any questions about preparing your ad, call our art department at 252-261-6490.



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