



Dimensions shown are width x height.

FULL PAGE
NON-BLEED
8" x 9.375"

BLEED AD
9.25" x 11"

Trim
9" x 10.75"

Live Area
8.375" x 10"

QUICK BITE
1/2 Page
8" x 4.375"

QUICK BITE
1/4 Page
3.875" x
4.375"



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 (CS6 preferred)
- Adobe Illustrator (CS6 preferred)
- Adobe Photoshop (CS6 preferred)

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

If using an illustration program (such as 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 or spot colors are 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.

MISCELLANEOUS

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

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) there is no need to compress them.

If sending native files, artwork via email, please compress **all** files into a .sit, .six or .zip archive.

For files larger than 8MB, please call or email our art department for our ftp site info, or you use Dropbox.com and share with art@threedogink.com.

NEED HELP DESIGNING AN AD?

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

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



threedogink.com

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