

DISPLAY AD SPECIFICATIONS

Preferred Formats

- Adobe Portable Document Format (PDF)
- Encapsulated PostScript (EPS ~ Mac or PC)
- Native Photoshop or Illustrator Documents
(Gordon Publications currently uses Adobe Creative Suite)

Unacceptable Formats

- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Publisher
- Web-based Files
- JPEG, TIFF, GIF, etc.

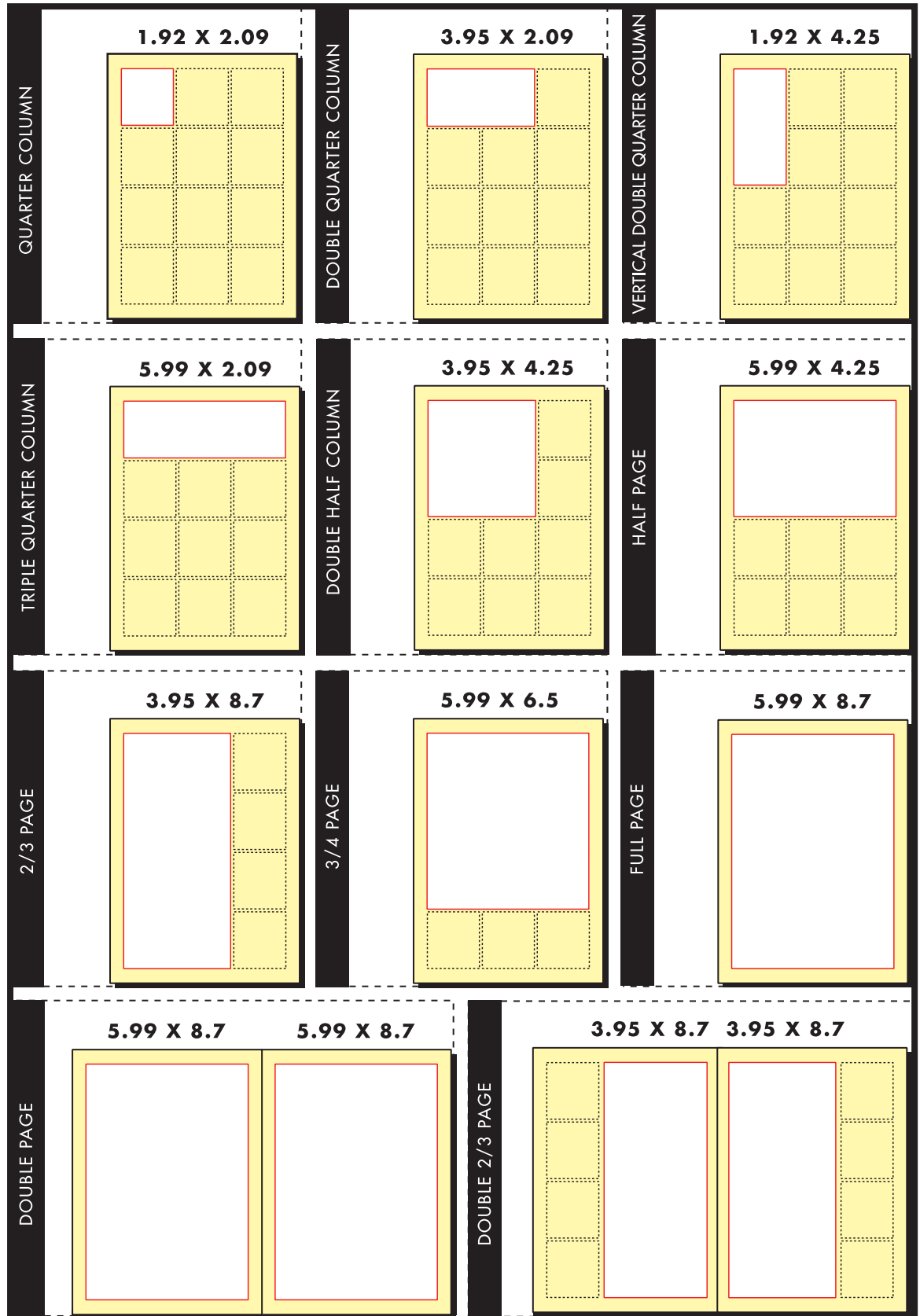
Production Checklist

- All files are created in CMYK mode
(Grayscale mode if ad is grayscale only)
- All files, including embedded images, are high resolution (300 dpi)
- Ad sizes conform to those listed on page 2
- All fonts have been converted to outlines
- All imported images have been embedded
- No 4-color black (Black should be 100% K ~ not “rich” black)
- Designer contact information included with ad




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Ad Sizes



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Standard Color Guide

	100%	75%	50%	25%
Black	 (100K)	 (75K)	 (50K)	 (25K)
Cyan	 (100C)	 (75C)	 (50C)	 (25C)
Magenta	 (100M)	 (75M)	 (50M)	 (25M)
Yellow	 (100Y)	 (75Y)	 (50Y)	 (25Y)
Red	 (100M, 80Y)	 (75M, 60Y)	 (50M, 40Y)	 (25M, 20Y)
Orange	 (80M, 100Y)	 (60M, 75Y)	 (40M, 50Y)	 (20M, 25Y)
Gold	 (20M, 100Y)	 (15M, 75Y)	 (10M, 50Y)	 (5M, 25Y)
Lime	 (30C, 100Y)	 (22.5C, 75Y)	 (15C, 50Y)	 (7.5C, 25Y)
Teal	 (100C, 30Y, 6K)	 (75C, 22.5Y, 4.5K)	 (50C, 15Y, 3K)	 (25C, 7.5Y, 1.5K)
Blue	 (100C, 50M)	 (75C, 37.5M)	 (50C, 25M)	 (25C, 12.5M)
Green	 (80C, 100Y)	 (60C, 75Y)	 (40C, 50Y)	 (20C, 25Y)
Forest	 (80C, 60Y, 50K)	 (60C, 45Y, 37.5K)	 (40C, 30Y, 25K)	 (20C, 15Y, 12.5K)
Purple	 (50C, 100M)	 (37.5C, 75M)	 (25C, 50M)	 (12.5C, 25M)
Brown	 (50M, 75Y, 35K)	 (37.5M, 56.25Y, 26.25K)	 (25M, 37.5Y, 17.5K)	 (12.5M, 18.75Y, 8.75K)
Burgundy	 (100M, 60Y, 40K)	 (75M, 45Y, 30K)	 (50M, 30Y, 20K)	 (25M, 15Y, 10K)

*Variances in color and contrast may appear due to differences between calibration of printer and press.
The Color Guide can also be found printed within the last few pages in each of our telephone books.*

