

Advertiser's Name: _____

Digital File Name: _____

Digital File Prepared by: _____

Preparer's Phone Number: _____

Preparer's Email: _____

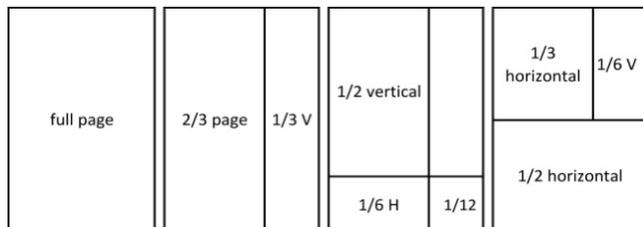
Ad Size _____

Full Color or Gray Scale? _____

SHAKER LIFE STANDARD AD SIZES

(All sizes are expressed in decimal inches; width x height)

Size	Width	Height
Full page (bleed)	8.5 trim (8.75)	10.875 trim (11.125)
<i>It is suggested that any critical text or graphics within a full page bleed ad be no less than 0.25" from any trim edge.</i>		
Full page (non-bleed)	7.3125	9.875
2/3 page	4.8125	9.875
1/2 horizontal	7.3125	4.875
1/2 vertical	4.8125	7.4375
1/2 vertical (island)	4.8125	7.4375
1/3 horizontal	4.8125	4.875
1/3 vertical	2.3125	9.875
1/6 horizontal	4.8125	2.375
1/6 vertical	2.3125	4.875
1/12 page	2.3125	2.375



Shaker Life

DIGITAL FILE SPECIFICATIONS

PREPARING & SUBMITTING AD FILES

- **Preferred file type:** Acrobat PDF prepared through Adobe Acrobat Distiller using standard "Press Optimized" or "PDFX1a" settings. Files should be prepared as Gray Scale (B&W) or CMYK PDF, dependent upon contracted ad type.
- **Compatibility:** Acrobat 4.0 (PDF 1.3) – with **all fonts embedded**.
- All colors used in typography, photos, graphics must be converted to Gray Scale (B&W) or CMYK format (No RGB or SPOT colors).
- Except for full page bleed ads, **all files should be submitted at exact ad trim size**, (i.e. no extra white space, margins, etc. outside the ad's live matter area. Full page bleed ads should be submitted with 0.125" full bleed and crop marks.
- Alternately, ads may be submitted to size as 300DPI JPG, TIF or EPS files with **all fonts converted to paths**. No native files, Word, Excel, Publishers, etc., are accepted.

- Suggested document naming convention: Please name and submit an ad file as the advertiser's name and season/date of issue it is to appear. Example: An ad for Acme Corporation scheduled to run in the Winter 2014 issues would be named "AcmeCorp_Winter2014."
- If ad files are incorrectly prepared, they may be returned to the preparer to be corrected and resubmitted, or the advertiser may be charged an hourly rate for time needed to preflight and correct files.

SENDING AD FILES

Email (less than 7mb):

- jmoore@livepub.com

Email (over 7mb):

- Contact John Moore at 216-721-4300

Mail:

- Burn files to CD
- Include a hard copy of ad
- Mail to:

Shaker Life Magazine
 Attn: Kim Golem
 3400 Lee Road
 Shaker Heights, OH 44120

Questions? Contact John Moore at
 216-721-4300 or jmoore@livepub.com



shakeronline.com