

Specifications



»» How to submit your ad

We want your ad to look great. To help us make that happen, follow the guidelines below. Have questions? Contact our graphics department at 888-315-9549, ext. 510, or email: graphics@franchisedictionarymagazine.com.

»» File Format

Start with the high-quality images. We prefer PDF/X-1a:2001 for all ad materials. We optimize your PDF for viewing.

A subset of the Adobe Portable Document Format (PDF), PDF/X-1a is an industry standard designed for graphic arts. It specifies that fonts and images be embedded and provides for many publishing-specific options. If you plan to send another type of file, contact our graphics department to make arrangements.

Acrobat 8/9 (PDF 1.7) compatibility is highly recommended when exporting your PDF/X-1a file, especially if you're exporting from Adobe Illustrator.

Do not include printer marks (registration marks, crop marks, trim marks) or ad agency details in your PDF/X-1a file.

»» Graphics

All graphic elements (photos, logos, backgrounds, etc.) should have an effective resolution of 266+ DPI or higher. Vector graphics are recommended for all logos.

»» Design Services

We can design and produce your ad for you. The service costs \$100 per hour. Contact your sales representative for details.