

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? Email info@franchisedictionarymagazine.com and we will help you.

»» File Format

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

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.