



Ad Sizes and Electronic Specs

Electronic Specs

We strongly recommend all ads be created by a graphic designer or advertising professional. OBC Publishing Company is not responsible for the legibility of ads submitted with incorrect settings, inadequate resolution or small type. Proofread your ad carefully before submitting for publication.

Applications

Preferred:	Press-ready PDF or high resolution tiff
Accepted:	Files in Adobe InDesign, Illustrator or Photoshop
Not accepted:	Quark files, word processing files, Excel or Powerpoint files (ending in .doc, .ppt, etc)

Sizes

Trim Size:	10.750" x 8.125"
Paper Stock:	43# #5 Gloss Book
Bleeds:	Full page bleeds available on back cover ad only.

Color and Image Settings

- Blacks must be K=100 or greyscale
- CMYK only – no RGB.
- We do not recommend darks greater than 240% density + one solid (e.g. C=60, M=40, Y=40, K=100)
- Graphic files must be linked or embedded in the document
- Flatten layers
- Recommended resolution is 300 dpi (image) or 600 dpi (text)

Text and Fonts

- Black type should be overprinted K=100, not Registration Black
- Embed or include all fonts, unless they are converted to outline
- Avoid using thin or small text reversed, over patterns or over 4/c areas. A min. 70% value in black, cyan or magenta is recommended for reversed text.

E-Mail

For small ads (PDFs under 5MB) e-mail your ad to:

art.dept@obcpublishing.com

FTP Upload

For files and folders over 5MB, please upload to our FTP site:

<http://dropbox.yousendit.com/OBCPublishing>

Mailing Disks

Files can also be sent on disk. Mail to: Ad Sales
OBC Publishing Company, 22410 Hawthorne Blvd. Unit 1, Torrance, CA 90505

Technical Questions

If you have technical questions about setting up your electronic ads or would like a Photoshop template, please call 310-316-3115, or e-mail

art.dept@obcpublishing.com

7.167"wide
9.667"high

Full page (1.000)

7.167"wide
7.194"high

3/4 page (.750)

7.167"wide
4.747"high

1/2 Horizontal (.500)

3.417" w
9.667" h

1/2 Vertical (.500)

7.194" w
3.417" h

3/8 Vertical (.375)

7.167" w
2.285" h

1/4 Horizontal (.250)

3.417" w
4.747" h

1/4 Vertical (.250)

3.417" w
2.285" h

1/8 Page (.125)