



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: 40# Alternative Offset, matte finish
- Bleeds: Full page bleeds available on back cover ad only.

Color and Image Settings

- Spot color is Process Cyan, blacks must be K=100 or greyscale
- CMYK only – no RGB. Convert spot/PMS colors to process
- 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:
patty.dunne@obcpublishing.com

FTP Upload

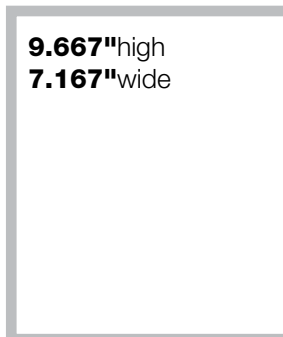
For files and folders over 5MB, please upload to our FTP site:
<http://dropbox.yousendit.com/OBCPublishing>

Mailing Disks

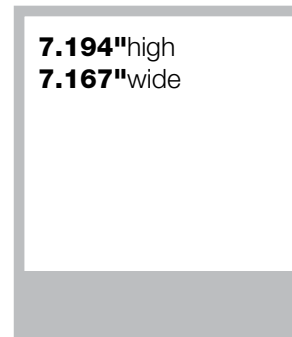
Files can also be sent on disk. Mail to: Ad Sales
OBC Publishing Company, 21311 Hawthorne Blvd. #101, Torrance, CA 90503

Technical Questions

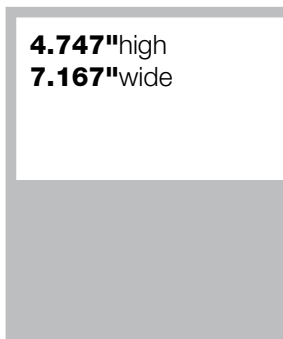
If you have technical questions about setting up your electronic ads or would like a Photoshop template, please call Joy at 310-316-3115 ext. 204, or e-mail joy.a@obcpublishing.com



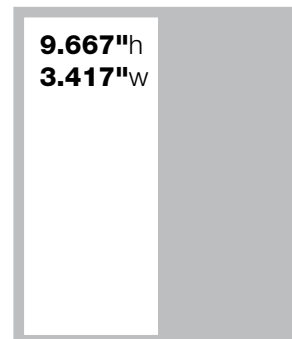
Full page (1.000)



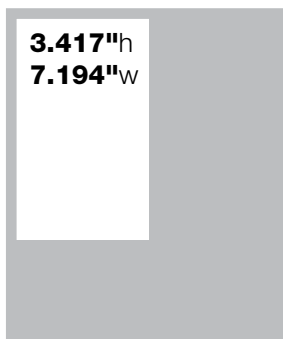
3/4 page (.750)



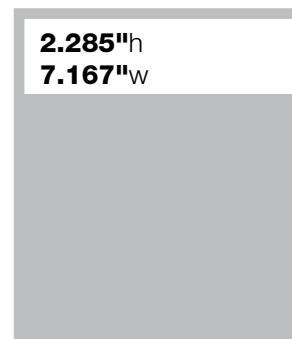
1/2 Horizontal (.500)



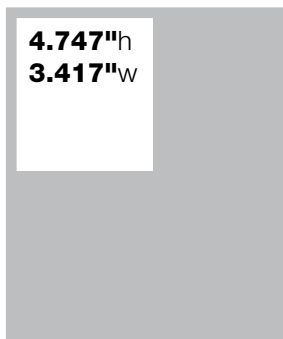
1/2 Vertical (.500)



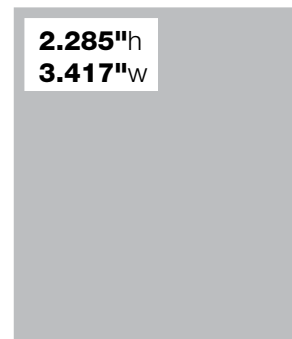
3/8 Vertical (.375)



1/4 Vertical (.250)



1/4 Vertical (.250)



1/8 Page (.125)