

SUBMISSION OF AD MATERIALS & ADDITIONAL QUESTIONS

Please contact your local Ad Representative for more information. Please email camera ready ads to:

Art@ServingSeniors.com

If ad materials are too large for email, contact your rep for alternate delivery email or drop box.

The SSRG is produced in a 100% digital pre-press, direct-to-plate environment. We require digital materials for advertisements running in our publications. If you cannot provide your ad according to our requirements, we would be happy to create your ad for you. Please contact your sales representative for further information and rates.

SSRG is produced in Macintosh platform CS6. Please create your ads in these programs. Please submit your ads in high-resolution camera-ready PDF format: 300 DPI at 100% of printed size, all colors CMYK, all fonts and graphics embedded.

If your ad is not produced by the SSRG Art Staff, a professional Ad Agency or Design firm, and is not properly constructed for technical electronic digital printing, the final printed product may not print correctly and may differ from your screen proof. Please flightcheck your ad before submitting to SSRG.

SSRG reserves the right to charge for all costs incurred in preparation of material submitted that does not meet the SSRG digital specifications.

AD DESIGN SERVICES

SSRG will provide ad design services for a nominal fee. Please have photos, copy, and any other materials needed to produce your ad three weeks before the materials deadline to allow for design time and approvals.

Requirements:

- A general layout of the ad
- Typewritten text in email or Word
- High-resolution (300 dpi min.) digital images, 100% of size or larger
- Digital logo(s) in vector or png format at 300 dpi, 100% of size or larger

A maximum of two proofs will be provided.

AD SIZES

TWO PAGE SPREAD

11.25"w X 8.875"h

BLEED

9.85"w X 7.75"h

LIVE

10.75"w X 8.375"h

TRIM

(leave .75" inch for gutter fold)

FULL PAGE

5.375"w X 8.375"h
(NO BLEED)

HALF PAGE

4.625"w X 3.75"h
(NO BLEED)

PDFX-1A COMPATIBLE IS AD SIZES GENERALLY ACCEPTABLE AS HIGH-RESOLUTION ART PLEASE KEEP IMPORTANT TEXT AND GRAPHICS WITHIN LIVE AREA. ALL CRITICAL TEXT AND GRAPHICS MUST BE AT LEAST 3/8 INCH AWAY FROM TRIM.

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