



NEMHS Program

Advertising Specifications

FILES:

Preferred Files are hi resolution pdfs.

(Please see “Creating PDFs” & tab through to find the information for your design program)

Please include a 1/4” bleed (on all sides that bleed).

Please keep any live copy at least 1/4” away from the final trim.

Pages should be centered, and they should **not** contain crop or register marks.

Images should be 300 dpi at the size they are going to print at.

When possible, please stay away from using 4 color type as it is difficult to register.

Where there are solid black backgrounds or bars/blocks,

please create as 4 color using:

60% c, 60% m, 60% y, 100% black (sheetfed mix)

Using a “rich black” helps to create a richer deeper black, reduce the possibility of hickies on press, and helps prevent/lessen ghosting.