



PRINT AD SPECIFICATIONS

Media: E-mail (maximum file size 5 MB), CD/DVD Rom or FTP
Please label CDs/e-mail with name of advertiser and issue date

■ **Preferred format: PDF**

- Files should be 100% complete with all hi-resolution images and fonts embedded.
- Color files must be CMYK format. Spot colors will be converted to process unless indicated otherwise.
- PDF documents must contain Type 1 postscript fonts. Truetype and Multiple Master fonts are not supported.
- Page files should be built to the trim size with the bleed area extending 1/8" beyond the trim. Keep all text and images within the live area (1/4" in from trim).
- Images should be TIFF or EPS format in CMYK or Grayscale. Do not embed ICC profile with images. Total ink density should not exceed 300%.
- Offset printer's marks at 12 points from trim so they do not appear within the print or bleed area.

- **Proofs:** All color ads must include a SWOP standard color proof.

For questions regarding ad specs:

Contact Aimee Melli • amelli@fa-mag.com
732-450-8866, ext. 15

FTP Site:

www.fa-mag.com
Click on "FTP Site" at the bottom on the page
User Name: ads_fa
Password: fauploads

Once files are uploaded, please e-mail Aimee Melli with the file name and issue date.

Send files with proofs to:

Financial Advisor
499 Broad Street, Ste. 120
Shrewsbury, NJ 07702
Attn: Aimee Melli

Full Page
Trim: 8 1/8" x 10 7/8"
Bleed: 8 3/8" x 11 1/8"
Live: 7 5/8" x 10 3/8"

Two-Thirds Vertical
4 1/2" x 9 3/4"

Two-Thirds Horizontal
7" x 6"

Half Vertical
4 1/2" x 7"

Half Horizontal
7" x 4 1/2"

One-Third Vertical
2 1/4" x 9 3/4"

One-Third Horizontal
7" x 3"

One-Third Square
4 1/2" x 4 1/2"

Full Page Spread
Trim: 16 1/4" x 10 7/8"
Bleed: 16 1/2" x 11 1/8"
Live: 15 3/4" x 10 3/8"
Gutter safety: 1/4" - each side

Half Page Spread
Trim: 16 1/4" x 5 7/16"
Bleed: 16 1/2" x 5 9/16"
Live: 15 3/4" x 5 1/16"
Gutter safety: 1/4" - each side