

HBA MEMBERSHIP DIRECTORY AD SPECS

DESIGN / GRAPHICS / PRODUCTION GUIDELINES

We accept the following file formats on CD or DVD.

USPS/Mail: **Post Office Box 1001, Maumee, Ohio 43537**

You may also email your files if they are under 10 MB with your company name in the subject line.

Email address: **info@pmmediagroup.com**

WE USE MAC PLATFORM (OS X). PC users please export/convert files accordingly.

QuarkXPress 6.5: Native file format INCLUDING all fonts and art

Photoshop CS3: EPS or TIFF files INCLUDING the layered version of Photoshop (.PSD)

Illustrator CS3: EPS files INCLUDING all fonts and art or fonts converted to outlines

Adobe PDF: PDF file, minimum of 300 dpi

PHOTOS: JPEG, EPS or TIFF files, minimum of 300 dpi

We can not accept **PUBLISHER, WORD, EXCEL or POWERPOINT** files.

EDITORIAL GUIDELINES

Please send a Word document as an attachment to your email message.

DO NOT copy and paste your text into the email message.

PHOTOS: JPEG, EPS or TIFF files, minimum of 300 dpi

AD SIZES

Business card: 3.641" wide x 2.995" tall

1/4 page: 3.687" wide x 4.937" tall

1/2 page, vertical: 3.687" wide x 10" tall

Full page: 7.5" wide x 10" tall

Full page, with bleed: Document size: 8.125" wide x 10.875" tall.
Please allow **AT LEAST .25"** all around for bleed

If you have further questions, please e-mail Sarah Pastore at **info@pmmediagroup.com** or contact your salesperson.