



Stay on the  
**CUTTING EDGE**

With an  
ad in the

**2019**

**ATLANTA PET FAIR** Show Program



## Ad Specifications

**Printed**

Web offset, saddle stitched

**Full Page Bleed**

8.25" x 11.125"

**Trimmed Size**

8" x 10.875"

\*keep live matter .25" from trim

Space Unit	Width x Height
1 Page	7 x 10
2/3 Page	4.625 x 10
1/2 Page (horizontal)	7 x 4.875
1/2 Page (vertical)	4.625 x 7.375
1/3 Page (vertical)	2.25 x 10
1/3 Page (square)	4.625 x 4.875
1/4 Page (vertical)	2.25 x 7.375
1/4 Page (square)	4.625 x 3.625
1/6 Page (vertical)	2.25 x 4.875
1/6 Page (horizontal)	4.625 x 2.375

**AD CLOSE**  
**FEB 1, 2019**

Send all production  
/art materials via:  
[petadportal.sendmyad.com](http://petadportal.sendmyad.com)

## PRINT AD RATES

(four color and black & white):

Cover 4	\$1,800
C2 & C3	\$1,700
Full Page	\$1,700
2/3 Page	\$1,200
1/2 Page	\$800
1/3 Page	\$700
1/4 Page	\$600
1/6 Page	\$500

**For Rates & Info Contact**

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PDF X-1a Workflow

## Image Guidelines for Your Ad

**In preparation for a new pdf workflow, we are only able to accept PDF X-1a files.**

### **Tips on Submitting a Trouble Free PDF X-1a**

- 1.** All color photos must be CMYK.
- 2.** All B&W photos must be grayscale.
- 3.** All Pantone/spot colors must be converted to CMYK.
- 4.** Large coverage of black\* must be converted to rich black  
(ex: C-40%, M-20%, Y-20%, K-100%)
- 5.** Rich black body text must be converted to black only.
- 6.** Minimum resolution for images is 266 dpi.
- 7.** Bleed ads must have a bleed of .125" on all sides. Please keep trim marks, register marks and color bars out of the entire print area, including the bleed area.
- 8.** Do not save a pdf from Word or Publisher.
- 9.** Minimum text size is 6 pt for black text and 10 pt for color or knocked out text.
- 10.** Files built using the transparency feature in Illustrator or InDesign could produce unpredictable and/or unexpected results. Some loss of quality may occur when printed, especially where a transparency overlaps text. All text and logos must be on top of any transparencies.
- 11.** Maximum Ink Density\* or Dmax is 280% and for best quality, always follow our printers' guidelines of 300% total CMYK ink coverage.
- 12.** Only use vector-based\*\* text.

**\*Ink Density is the total amount of ink that will be printed on the sheet of paper. Let's say you have an area where it is very black and the colors that make up that rich black are 100% Cyan, 95% Magenta, 90% Yellow and 100% Black. This would make the total ink density or Dmax 385%. Our printers require a Dmax of 300% or less to keep rich black from getting muddy and possibly clogging reverse type. High Dmax can also cause pages to stick together or offset. A Dmax that is higher than 300% will force the printers to lower the ink density, which would change the overall appearance of your ad.**

**\*\*Text set in Photoshop is raster text composed of pixels and is resolution dependent, whereas vector graphics are resolution independent and will print sharp. For the best results with text, we strongly recommend setting all text in a page layout program (Quark, Illustrator, InDesign).**