

Advertising Specifications & Checklist

The Peak is produced on the PC Platform using InDesign, direct to plate, printed on a web press.

- Submit TIFF or EPS file formats regardless of platform
- All PDF and EPS files need to include all linked files
- When PDF files are saved, please check "embed all fonts"
- Please do not submit JPEG files
- All links must be CMYK color for color ads or grayscale for black and white ads
- Half-tone scans 300 dpi

Preferred Programs

- Adobe InDesign CS2 or files saved to CS2, Pagemaker 6.5 – 7.0 (Submit as hi-res PDF file)
- Adobe Acrobat PDF files
- Adobe Illustrator CS2 or files saved to CS2
- Quark Express – up to 4.0 or saved to 4.0 (Submit as hi-res PDF file)
- Adobe Photoshop CS2 or saved to CS2

Ad Sizes

- Insert 8.4" X 10.5"
- Half Page Vertical 3-5/8" X 10"
- ¼ Page Vertical 3-5/8" X 4-7/8"
- Back Cover Top 7.5" X 4-7/8"
- Back Cover Bottom 7.5" X 4-7/8"
- Full Page* 7.5" X 10"
- Half Page Horizontal 7.5" X 4-7/8"
- ¼ Page Horizontal 7.5" X 2-5/16"
- Business Card Standard
- Business Listing 3 Lines:
Line 1: 42 char. max* (font: 14 pt),
Lines 2, 3: 55 char. max* (font: 12 pt)
*Length includes spaces

Ads Submitted Using Illustrator for MAC

- Fonts must be converted to outlines and saved as EPS files
- All graphics must be CMYK color for color ads or grayscale for black & white ads
- MAC files must be submitted on PC disks or e-mail
- Please remove stray points
- Include the names of all fonts

Acceptable Media (Label CD with name, organization, phone, fax and e-mail)

- E-mail, CD, 100 MB Zip
- Please use virus software before sending your disk or file

E-mail

- Send to both lesconklin@gppaaz.org and skmccune@comcast.net
- Please name your file with "Peak Ad" followed by the advertiser's name
- Please use virus software before sending your file

Check List

- All print ads should be sent in CMYK color for color ads or grayscale for black & white ads
- All support files (logos, scans, gray scale images, etc.) should be included regardless of format
- All fonts included if PC, otherwise converted to outlines
- Hard copy of the ad should be included when applicable
- Please specify program and platform and clearly label media
- MAC files must be submitted on PC disks or by E-mail

For current ad development rates, payment information, call (480) 361-6498, Email: thepeak@gppaaz.org