

LAVENDER[®] LISTINGS

Columbus Ohio's Alternative Yellow Pages

Lavender Listings Artwork Specifications

General File Specifications

Raster images

TIFF format preferred. 300dpi, CMYK or Grayscale color only.

No LZW compression. No Alpha Channels.

Vector images

EPS format includes all placed images & fonts, 300dpi, CMYK. No Spot Colors

Fonts

Include all fonts used. Please use only Postscript fonts. TrueType fonts may not print correctly. Do not "style" fonts in the font palette (clicking the B or I to bold or italicize). Fonts styled this way will not print. Please outline all fonts if possible. This will prevent most font related issues.

Applications/Formats Accepted

1) PDF/X-1a certified files are the most reliable and, therefore, the preferred format.

Many applications have built-in support for PDF/X-1a. Third-party plug-ins are available for other applications. "Press-Quality" or "High-Res" PDF presets in other applications may also produce suitable PDFs.

2) Adobe® Photoshop® (TIFF/EPS – 300dpi, CMYK, no compression)

3) Adobe Illustrator® (AI/EPS – include all placed images & fonts, 300dpi, CMYK. No Spot Colors)

4) EPS (Vector based – include all placed images & fonts, 300dpi, CMYK. No Spot Colors)

5) All colors must be designated as process colors, i.e., CMYK. Spot, Pantone® (PMS) or RGB colors will not print correctly.

6) Please note the dimensions for bleed, live, and trim areas shown for each ad size.

Only include bleeds in Cover art. Bleeds, Trim Marks, and File Information are not necessary in any other size and may cause an art fee if included.

7) We accept digital submissions only. We do NOT accept film.

Submitting Your Artwork

1) Please label your files clearly with the Client or Advertiser name and the issue date.

2) Include all your original graphics files. Copy all EPS, TIFF, PICT, and any other file formats that have been imported or placed in your final layout program to the disk with your ad-layout file. Without these files, your placed images will print as low-resolution bitmaps.

Ad Sizes

Cover

Bleed 5.75 in W x 8.75 in H
Trim 5.5 in W x 8.5 in H

Full Page

4.5" W x 7.5" H

1/2 Page

4.5" W x 3.625" H

1/4 Page

2.125" W x 3.625" H

1/8 Page

2.125" W x 1.75" H

Print & Online Coupon

4.5" W x 1.75" H

Online Banner Ad

300px W x 100px H

E-Newsletter Featured Business

125px W x any height up to 250px H

Mail Discs to:

Stonewall Columbus
1160 North High Street
Columbus, Ohio 43201

Email artwork to:

info@lavenderlistings.com

Any questions?

Contact Michele Fregonas
(614) 930-2262
info@lavenderlistings.com

Stonewall Columbus reserves the right to refuse any artwork.

All submitted artwork which does not meet the stated requirements will incur a fee of \$50 if we must correct the file for print.

Need Help With Your Ad? Design Services Available!