

DIGITAL AD SPECIFICATIONS

The advertising material requirements for the Houston Symphony, Society for the Performing Arts, and The Grand 1894 Opera House magazines are as follows. We appreciate your assistance in ensuring that your production staff receives this information.

Please note that all materials must be accompanied by an acceptable proof.

Color Calibration: SWOP specifications apply.

Preferred Desktop File Formats: Macintosh platform application/software formats - InDesign, Illustrator, Photoshop original native files, press optimized PDFs.

Unacceptable Desktop File Formats: Microsoft Word, Microsoft Excel, Power Point and Corel Draw

Desktop Element Formats: TIFF (images/scans), EPS (images/scans), DCS (images/scans), JPEG (images/scans), PostScript Type 1 fonts.

Acceptable Media: Macintosh and PC files can be supplied on CD or via E-mail

Proofs: Hard copy MUST accompany black and white files and a digital color proof with 4-color files.

Desktop Instructions: Build pages to trim size and extend bleed beyond page edge. Submitted files should be accompanied by a hi-res proof at 100% of size. Use stylized fonts and do not apply style attributes to basic fonts. Font information should include manufacturer, font name, and version (TrueType fonts are unacceptable). Avoid rotation and cropping of images in layout program.

Do not nest EPS files in other EPS files. Include all fonts (screen fonts & printer fonts), images/scans, logos/artwork on disc.

All images/scans must be in CMYK mode. Minimum resolution is 2x the linescreen at the reproduction size (i.e. 150 linescreen = 300 dpi @ 100%). All Pantone colors must be in CMYK mode.

Email Requirements: Materials may be sent to kgumney@newleafinc.com

Please cc your ad sales rep when e-mailing ads so that proper placement of material can be ensured.

Ads sent via email will incur output and proofing charges.

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Full Page Live Area 7x10 Trim Size: 8 1/4 x 10 7/8 Bleed Size: 8 1/2 x 11 1/8	1/3 Pg vert. 2 1/4 x 9 7/8	2/3 Page 4 3/4 x 9 7/8	1/3 Page horizontal 4 3/4 x 4 3/4	1/6 Pg horiz. 4 3/4 x 2 1/4
			1/2 Page horizontal 7 x 4 3/4	1/2 Page vertical 4 3/4 x 7 3/8
	1/6 Pg vert. 2 1/4 x 4 3/4			