

**“ARMCHAIR SHOPPING” AD SPECIFICATIONS
MECHANICAL REQUIREMENTS**

		AD SIZE	WIDTH & LENGTH
Trim Size	71/2" x 101/2"		
Printing	Web Offset	Full Page	7 1/2" x 10 1/2"
Binding	Saddle Stitch	1/2 Page	7 1/2" x 4 7/8"
Color Available	Four Color Process	1/3 Page	4 7/8" x 4 7/8" or 2 1/4" x 10" V
Bleed	Available Full Page Only	1/6 Page	4 7/8" x 2 3/8" or 2 1/4" x 4 7/8" V
Screen	Maximum 150 Line	1/12 Page	2 1/4" x 2 1/2"

Renovators Supply, Inc. Advertising Specifications for Electronic Files

- Completed Ads: (no changes): we would like to receive the files in the following formats: **EPS, TIFF, BMP, or PDF.**
- Please make sure when you are creating these files that they have a minimum of **300 dpi** (resolution) output. Our printer uses 150 lpi.
- Please make sure that files are in **CMYK mode**- not RGB (or web colors) and that the colors are in CMYK as well.
- Files must contain copies of actual embedded files and fonts used for composing the ads.
- Please use **postscript fonts** or **open face fonts** as opposed to truetype fonts. If you must use a true type font, please convert the fonts to outlines or paths so that they are no longer recognized as fonts.
- Please embed all fonts and pictures used when composing an ad.

WHEN SENDING ADS THAT WILL NEED CHANGES TO COPY OR GRAPHIC, YOU MUST SUPPLY US WITH ORIGINAL FILES IN ORDER FOR US TO MAKE THE CHANGES. The software that we use to open them for changes is (in a mac platform) **Adobe illustrator, Adobe InDesign, and Adobe Photoshop.**

Please note that Microsoft Word Processing, Paint, and presentation file are not acceptable. Other picture files such as WMF, JPEG, and GIF are not acceptable. Please note, these are usually low resolution files. Please convert these file into one of the following formats: **EPS, TIFF, BMP, or PDF, with minimum 300 dpi.**

When Using scanned artwork of photos, please scan at minimum of **300 dpi.** and line art at minimum of **600 dpi** using **CMYK mode.**

Please compress large file with **Zip-it** or **Stuff-it** to avoid corruption of files when sending over the internet.

We like **CD's** or if you wish **zip disks!** Send your disk or CDs with ad materials to **Erzsi Comparetto, c/o Renovator's Supply, Inc. Renovator's Old Mill, Millers Falls, MA. 01349-1014.**

Please send original artwork and ads to: **creative@rensup.com.**
If you need technical help contact Erzsi at: **creative@rensup.com**

For sales, sizes, payments, schedules, etc., please contact Mary Fitz-Gibbon (413-628-4595, FAX 413-628-3212) in our advertising department.