

# Design Specifications

We accept the following file formats:

Adobe InDesign/Illustrator CS6 or lower

- Must include graphics and all text must be converted to curves
- Must be in CMYK color format
- Must use true black (C-0, M-0, Y-0, K-100)
- DO NOT USE registration black (C-100, M-100, Y-100, K-100)

Adobe PhotoShop CS6 or lower

- ALL fonts must be rasterized
- Must be in CMYK color format
- Must use true black (C-0, M-0, Y-0, K-100)
- DO NOT USE registration black (C-100, M-100, Y-100, K-100)

Adobe Acrobat

- PDFs are accepted, please embed ALL fonts

TIFF, PDF, JPEG exported from almost any program

- Must be in CMYK color format
- Must be a minimum 300dpi
- Must use true black (C-0, M-0, Y-0, K-100)
- DO NOT USE registration black (C-100, M-100, Y-100, K-100)

**We DO NOT accept the following formats:**

Microsoft Publisher - Please export file to a PDF

Microsoft Word or PowerPoint - Please export file to a PDF

**Resolution:**

NO LOWER THAN 300 DPI (at 100%) NO HIGHER THAN 600 DPI (at 100%)

**Minimum Type Requirement:**

5 point (for the smallest disclaimers) or larger is strongly recommended

**Ad Sizes:**

Single Size: 2.875" x 1.3889"

(Vertical or horizontal layout, whichever you prefer.)

Double Size: 2.875" x 2.838"



Once you are ready to send in your ad please email the ad to [proofads@smartmediausa.com](mailto:proofads@smartmediausa.com). Please make sure to include in the subject line of the email, your business name and the location of the store you are advertising in.

If you have any questions regarding these specifications please contact our Graphics Department

1-888-338-3053