

SHWEIKI MEDIA SPECS:

- **Bleed:** We need a minimum of .125 bleed but prefer
- **Margins:** We ask that you don't place anything important less than .25" from trim, especially type. If the type is within .25" of trim, it is possible for it to be cut off. This includes body copy and page numbers.
- **Crop marks:** We ask for NO crops
they MUST have an offset of greater than .25".
- **Fonts:** Some fonts are restricted from being embedded in the PDF file by the fonts license. InDesign will warn you if the font cannot be embedded due to licensing restrictions. If this happens, please either choose another font, or submit the font with the job.
- **Image Resolution:** The correct resolution for most of what we print is 266-300 dpi at final size. We will flag images that are below 266 dpi.
- **Image Color:** Please make sure that your images are CMYK, or Grayscale. Although we can convert RGB images in our RIP, it is considered best practice to convert them before creating your PDF.
- **Rich Blacks:** Our Rich Black build is 40 Cyan 20 Magenta 20 Yellow 100 Black. Please use this build for large black areas. Do NOT use this build for the body text of your job.
- **Registration Color:** NEVER use the color "Registration" that is in the Swatches palette. This is 100% of all colors and will not output correctly.

Ad Sizes *(Designers or camera ready ads please use ad requirements below)*

300dpi and CMYK required for all ads. Please send in PDF form

Quarter Page 3.7"W x 4.9"H

Half Page Vertical 3.7"W x 10"H

Half Page Horizontal 7.5"W x 4.9"H

Full Page with margin 7.875"W x 10.375"H

Full Page with bleed 8.875"W x 11.375" H

Full Page with bleed..... 8.375 x 10.875 (live area 7.875x10.375; final print file should be 8.875 x 11.375", with .25" margins & .25" bleed)

Blue Line is the Trim

1/4 inch Bleed

1/4 inch Margin

DOCUMENT SETUP
83/8X107/8 with a 1/4in. margin

GREY SHADED AREA = LIVE IMAGE AREA
All text and images that do not trim must be contained within the grey area

THE BLUE GUIDES=THE TRIM
The final trim is 83/8x107/8

THE MAGENTA SHADED AREA = BLEED
All images and background color that bleeds must be extended 1/4in.
beyond margin to reach red dotted lines

1/4 inch Margin

1/4 inch Bleed

1/4 inch Bleed

1/4 inch Margin

1/4 inch Margin

1/4 inch Bleed

Blue Line is the Trim

1/4 inch Bleed

1/4 inch Margin

DOCUMENT SETUP
83/8X107/8 with a 1/4in. margin

1/4 Page

GREY SHADED AREA = LIVE IMAGE AREA
All text and images that do not trim must be contained within the grey area

1/8 Page

THE BLUE GUIDES = THE TRIM
The final trim is 83/8x107/8

1/2 Page

THE MAGENTA SHADED AREA = BLEED
All images and background color that bleeds must be extended 1/4in.
beyond margin to reach red dotted lines

1/4 inch Margin

1/4 inch Bleed

1/4 inch Bleed

1/4 inch Margin

1/4 inch Margin

1/4 inch Bleed

