



## Ad Mechanicals/Production Guide

Effective Jan 1, 2013

Please build your ad to the exact specifications  
in **CMYK color mode**.

### Please submit files saved as PDFX1A

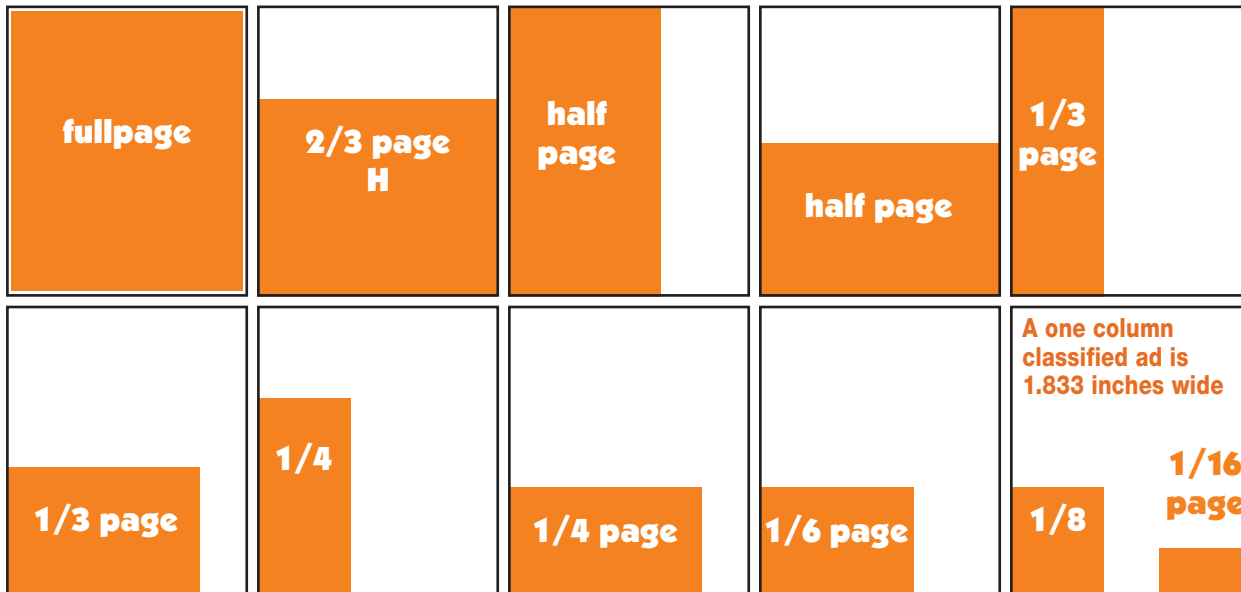
#### Here's how:

In InDesign go to File /Export /  
under Format, choose Adobe PDF (Print)  
In the next dialogue box, choose PDF/X1a:2001  
Leave the checkboxes as is. Send us that file. Viola!

- If necessary, we can also accommodate the following programs/files:
  - Adobe InDesign (with embedded fonts)
  - Adobe Photoshop (flattened)
  - Adobe Illustrator (fonts saved as outlines/curves)
- We can accept files saved as: psd - eps - tiff - jpeg - pdf  
Resolution: 300ppi preferred - 200ppi minimum

• We can accept only process CMYK colors.  
**PANTONE AND SPECIAL INKS ARE NOT ACCEPTED.**

**Technical Questions - Contact: Mick Welsh**  
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Files can also be uploaded to our ftp site at: <http://files.catholicsun.org>

	AD SIZES	DIMENSIONS	COLUMN INCHES	
Full Page	5 col. x 12.5"	10" x 12.5"	62.5 col. inches	
2/3 Horizontal	5 col. x 8"	10" x 8"	40 col. inches	
1/2 Vertical	3 col. x 12.5"	5.917" x 12.5"	37.5 col. inches	
1/2 Horizontal	5 col. x 6.25"	10" x 6.25"	31.25 col. inches	
1/3 Vertical	2 col. x 12.5"	3.875" x 12.5"	25 col. inches	
1/3 Horizontal	4 col. x 5"	7.958" x 5"	20 col. inches	
1/4 Vertical	2 col. x 8"	3.875" x 8"	16 col. inches	
1/4 Horizontal	4 col. x 4"	7.958" x 4"	16 col. inches	
1/6 Horizontal	3 col. x 4"	5.917" x 4"	12 col. inches	
1/8 (square)	2 col. x 4"	3.875" x 4"	8 col. inches	
1/16 Horizontal only	2 col. x 2"	3.875" x 2"	4 col. inches	