

Icebreaker

AD SPECS



FORMAT:

PDF or TIFF are the preferred file formats, all fonts embedded, all CMYK. If possible, please convert all type to outlines

FULL PAGE AD

215x275mm
+3mm bleed

ILLUSTRATOR IMAGES, LOGOS, ART, FONTS:

Convert everything to CMYK.

IMAGES: OK to use tiff or eps; CMYK.

RESOLUTION: 300 dpi.

HORIZONTAL HALF PAGE AD

215x137mm
+3mm bleed

FULL-PAGE CROPS:

On full-page ads please create a document that is **215 mm wide X 275 mm high**.

For full bleeds extend 3 mm all sides.

COLORS: CMYK ONLY, NO PANTONE or RGB. Please do not use SPOT colors!!

Please note: Web images are 72 dpi. This is not print quality resolution and their use is not recommended.



VERTICAL
1/3 AD

72 x 275 mm
+3mm bleed

DOUBLE PAGE AD

430 x 275 mm + 3 mm bleed

FORMAT:

PDF or TIFF are the preferred file formats, all fonts embedded, all CMYK. If possible, please convert all type to outlines

ILLUSTRATOR IMAGES, LOGOS, ART, FONTS:

Convert everything to CMYK.

IMAGES: OK to use tiff or eps; CMYK.

RESOLUTION: 300 dpi.

DOUBLE-PAGE CROPS:

On double-page ads please create a document that is **430 mm wide X 275 mm high**.

For full bleeds extend 3 mm all sides.

COLORS: CMYK ONLY, NO PANTONE or RGB. Please do not use SPOT colors!!

Please note: Web images are 72 dpi. This is not print quality resolution and their use is not recommended.