



PRINT AD SPECIFICATIONS

Media: E-mail (maximum file size 10 MB) or CD/DVD
 Please label CDs/e-mail with name of advertiser and issue date

■ **Preferred format: PDF**

- Files should be 100% complete with all hi-resolution images and fonts embedded.
- Color files must be CMYK format. Spot colors will be converted to process unless indicated otherwise.
- PDF documents must contain Type 1 postscript fonts. Truetype and Multiple Master fonts are not supported.
- Page files should be built to the trim size with the bleed area extending 1/8" beyond the trim. Keep all text and images within the live area (1/4" in from trim).
- Images should be TIFF or EPS format in CMYK or Grayscale. Do not embed ICC profile with images. Total ink density should not exceed 300%.
- Offset printer's marks at 12 points from trim so they do not appear within the print or bleed area.

■ **Proofs:** All color ads must include a SWOP standard color proof.

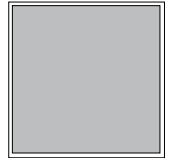
For questions regarding ad specs:

Contact Aimee Melli • amelli@fa-mag.com
 732-450-8866, ext. 15

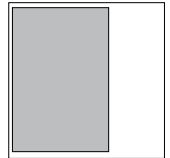
E-mail files to:
 Aimee Melli • amelli@fa-mag.com

Send proofs to:
 Financial Advisor
 499 Broad Street, Ste. 120
 Shrewsbury, NJ 07702
 Attn: Aimee Melli

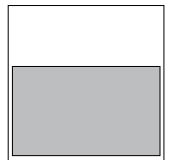
Full Page
 Trim: 8 1/8" x 10 7/8"
 Bleed: 8 3/8" x 11 1/8"
 Live: 7 5/8" x 10 3/8"



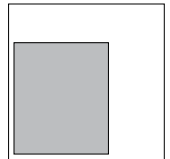
Two-Thirds
 Vertical
 4 1/2" x 9 3/4"



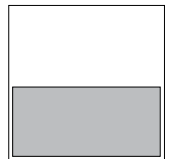
Two-Thirds
 Horizontal
 7" x 6"



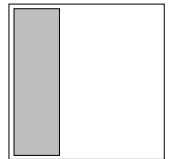
Half
 Vertical
 4 1/2" x 7"



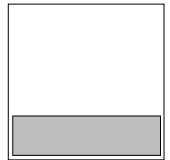
Half
 Horizontal
 7" x 4 1/2"



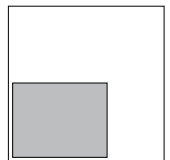
One-Third
 Vertical
 2 1/4" x 9 3/4"



One-Third
 Horizontal
 7" x 3"



One-Third
 Square
 4 1/2" x 4 1/2"



Full Page Spread
 Trim: 16 1/4" x 10 7/8"
 Bleed: 16 1/2" x 11 1/8"
 Live: 15 3/4" x 10 3/8"
 Gutter safety: 1/4" - each side



Half Page Spread
 Trim: 16 1/4" x 5 7/16"
 Bleed: 16 1/2" x 5 9/16"
 Live: 15 3/4" x 5 1/16"
 Gutter safety: 1/4" - each side

