

Graphic Requirements

Format Requirements

- Photoshop TIFF or EPS, Illustrator EPS (fonts outlined), or Press Quality PDF
- **PRINT:** CMYK colors only. No spot, RGB, or Pantone Colors.
- Please submit the final file on a CD and include a list of its contents.
- A color match proof should be submitted with all artwork.
- All Illustrator fonts must be outlined.
- **ELECTRONIC:** Ads must be in GIF format, RGB colors only.
- **ELECTRONIC:** All animated ads, as a general rule, should be 0:15 or shorter.

Images

- **PRINT:** Image files should be high resolution, 300 dpi or greater.
- **PRINT:** Line art resolution should be at least 800 dpi.
- **ELECTRONIC:** Image files should be 72 dpi.
- **LOGOS:** When submitting logos, vector files are recommended and highly encouraged. This produces the best quality for printing. This is especially important for sponsorship packages, as the logo will need to be resized for banners, signage, etc. Pixel-based logo files must be 300 dpi or higher at the correct dimensions for printing. (Email Publications@GoRSPA.org about dimension requirements for specific projects.)

Bleeds PRINT ONLY

Bleed: *Printing that extends to the very edge of the page after the final document has been trimmed.*

Three sizes to take into consideration when using bleeds: Live Area, Trim Size, Bleed Size

Live Area - *the smallest dimensions. This area is guaranteed to be safe from trimming.*

As a general rule, stay at least 0.25" away from each edge for ads that bleed.

Live Area for full page connect advertisement: 7.5" x 11"

Trim Size - *Slightly larger dimensions than the live are. This size is the actual size of the document once it has been bound and trimmed.*

Trim Size for connect: 8" x 11.5"

Bleed Size - *The largest dimensions. The purpose of a bleed is to ensure the color from your ad will extend all the way to the edge of the page once trimmed.*

As a general rule, add 0.25" to each edge.

Bleed Size for connect: 8.5" x 12"

Match Proof PRINT ONLY

Proofs must accompany all artwork. If a hard copy color-match proof is not submitted, the publisher takes no responsibility for color accuracy and size.

Policies/Requirements

Please be advised that all RSPA advertising is publisher discretionary. Only manufacturer suggested retail prices are allowed. RSPA is not responsible for lost or damaged material. All RSPA advertising is prepaid.

Contact: A copy of the display advertising form(s) must accompany all artwork. Call for Insert rates.

Mail: RSPA Publications, 4115 Taggart Creek Road, Charlotte, NC 28208

Fax: 704.357.3127

Email: Publications@GoRSPA.org

For more information about artwork specifications or graphics standards contact RSPA Publications at 800.782.2693 or Publications@GoRSPA.org.