

## DIRECTORY - AD SPECIFICATIONS

### BLACK & WHITE ADS

- B/W (grayscale only, no RGB)
- 300 DPI
- Fonts & graphics must be embedded
- PDF Format

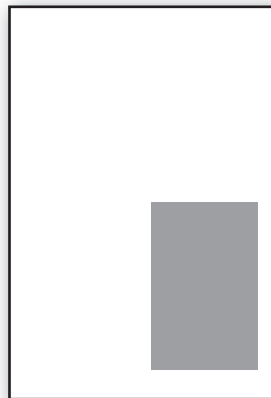
### FULL COLOR ADS

- CMYK (no RGB)
- 300 DPI
- Fonts & graphics must be embedded
- PDF Format

## AD SIZES

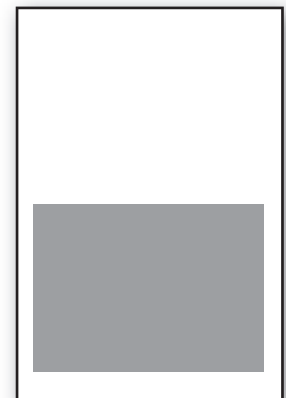
### 1/4 PAGE VERTICAL

- 2.3125" (w) x 3.625" (h)
- no bleeds



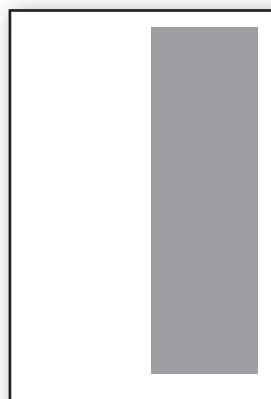
### 1/2 PAGE HORIZONTAL

- 5" (w) x 3.625" (h)
- no bleeds



### 1/2 PAGE VERTICAL

- 2.3125" (w) x 7.5" (h)
- no bleeds



### 1 FULL PAGE

- 5" (w) x 7.5" (h)
- no bleeds

