



## Electronic Ad Specs

We recommend all ads be created by a graphic designer or advertising professional. OBC Publishing Company is not responsible for the legibility of ads submitted with incorrect settings, inadequate resolution or small type. Proofread your ad carefully before submitting for publication.

### Applications

- Preferred: Press-ready PDF or high resolution tiff
- Accepted: Files created in Adobe InDesign, Illustrator or Photoshop (ending in .indd, .ai or .psd)
- Not accepted: Quark files, Word, Publisher, Excel or Powerpoint files (ending in .doc, .pub, .ppt, etc)

### Sizes

- Trim Size: 8.125" x 10.750"
- Paper Stock: 43# #5 Gloss Book
- Bleeds: Full page bleeds available on back cover ad only.

### Color and Image Settings

- CMYK only – no RGB.
- We do not recommend darks greater than 240% density + one solid (e.g. C=60, M=40, Y=40, K=100)
- Graphic files must be linked or embedded in the document
- Flatten layers
- Recommended resolution is 300 dpi (image) or 600 dpi (text)

### Text and Fonts

- Black type should be overprinted K=100, not Registration Black
- Embed or include all fonts, unless they are converted to outline
- Avoid using thin or small text reversed, over patterns or over 4/c areas. A min. 70% value in black, cyan or magenta is recommended for reversed text.

### E-Mail

For small ads (PDFs under 5MB) e-mail your ad to:  
[art.dept@obcpublishing.com](mailto:art.dept@obcpublishing.com)

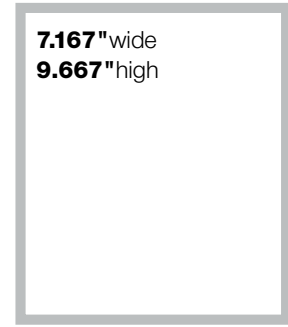
### Large File Upload

For files over 5MB, please upload here:  
[advertising-obcpublishing.wetransfer.com](http://advertising-obcpublishing.wetransfer.com)

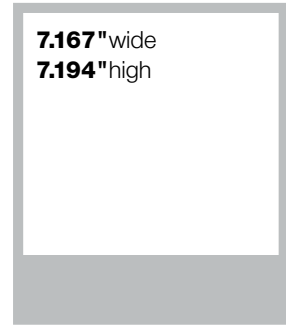
### Technical Questions

If you have technical questions about setting up your electronic ads or would like a Photoshop template, please call 310-316-3115, or e-mail  
[art.dept@obcpublishing.com](mailto:art.dept@obcpublishing.com)

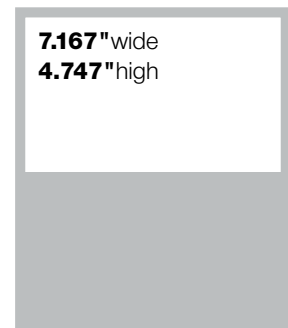
## Ad Sizes



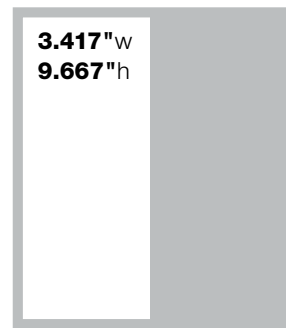
Full page (1.000)



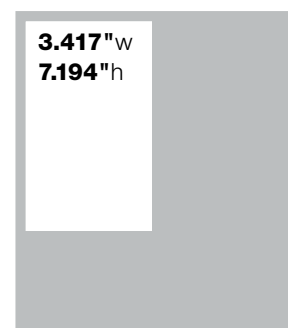
3/4 page (.750)



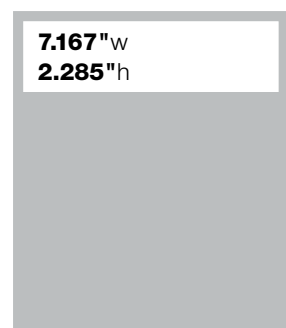
1/2 Horizontal (.500)



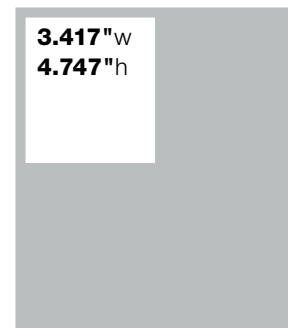
1/2 Vertical (.500)



3/8 Vertical (.375)



1/4 Horizontal (.250)



1/4 Vertical (.250)