

Mechanical Requirements



Disclaimer

You may need to resubmit any files that have not been created according to Lavender's mechanical requirements. Such artwork that does not fit our requirements may be modified at the discretion of *Lavender's* creative department.

PRINT

File Formats

Macintosh compatible.

InDesign (include any linked files), Illustrator, Photoshop, Adobe PDF.

We cannot accept Microsoft Publisher Files.

Graphics

A hard copy of your ad must be provided or faxed.

ALL graphics should be linked and included with original document.

ALL photos should be in CMYK format for 4-color ads and grayscale for black & white ads.

ALL graphics should be saved as a TIFF or EPS format.

ALL photos should have a resolution of 300 dpi.

We cannot use graphics that have been pulled from a website.

Fonts

ALL fonts should be included, with both screen and printer versions of each font.

ALL text in Illustrator should be converted to outlines.

Fonts in PDFs should be embedded.

Minimum font size for black text is 6 points.

Colors

Colors are requested in CMYK format, NO RGB images.

All black text should be composed of only 100% black or grayscale.

NO pantone colors; please convert pantone colors to a CMYK equivalent.

Colored text should be at least 12 points.

White text on a colored background should be at least 10 points.

Setting Up Full Page Bleed Ads

First, set up your page size to the trim line (8.375" x 10.875"). Next, bleed your images 1/8" BEYOND the trim line. Then, keep text at least 1/2" in from the trim line. Your final document dimensions with bled images should be 8.625" x 11.125".

File Transfer

You may submit your ad and files on a CD, or if e-mailing an ad or files to an account representative 5 MB is the maximum e-mail size. If needed, compress your files using Stuffit or Dropstuff. Transfer your ad and/or files via our online File Upload web page at

LavenderMagazine.com/upload

ONLINE

File Formats

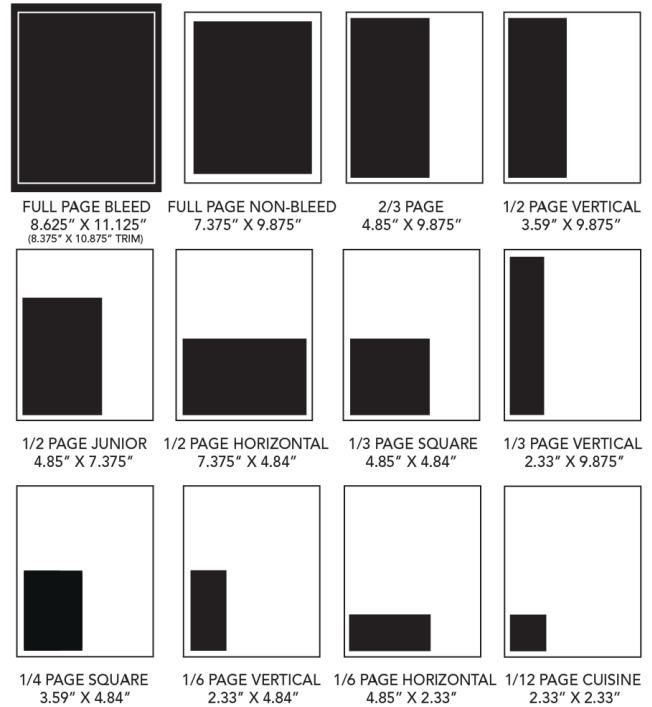
RGB color.

72 dpi resolution.

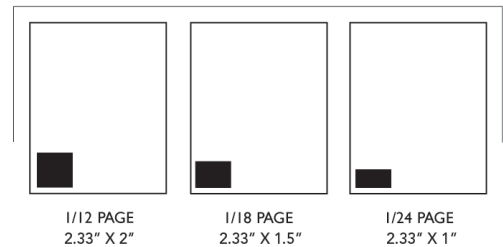
GIF or JPG format.

QuickTime format for video ads. Please contact an account representative for more details and specifications for video ads.

Display Ads



The Network



Online

