

PRESCRIPTION **EDGE**™

THE ORIGINAL FUSION OF HEALTH BEAUTY AND FASHION

PRINT ADVERTISING SPECIFICATIONS

- ALL ADS SUBMITTED BY CLIENTS, AGENCIES OR FREELANCE DESIGNERS MUST BE ON CD ROM OR PLACED ON AN FTP SERVER, OR EMAILED IF FILE SIZE IS UNDER 8MB.
- THE PROGRAMS WE USE ARE QUARK XPRESS, ADOBE PHOTOSHOP, ADOBE ILLUSTRATOR AND FREEHAND. WE USE MACINTOSH COMPUTERS.
- IMBED ALL FONTS.
- INCLUDE ALL PLACED ARTWORK, EMBEDDED GRAPHICS AND ALL OTHER RELEVANT MATERIALS. FILE FORMATS FOR ANY IMAGES PROVIDED MUST BE .TIF .PDF OR .EPS.
- PLEASE MAKE SURE YOUR 4-COLOR IMAGES ARE CMYK, NOT RGB TO ENSURE PROPER PRINTING OF YOUR AD. THE IMAGE RESOLUTION MUST BE AT LEAST 300DPI OR HIGHER. PLEASE BE SURE TO WATCH YOUR FILE SIZE.
- WHEN SAVING A FILE AS AN .EPS OR .PDF, PLEASE MAKE SURE THERE IS NO .JPG ENCODING.
- WHEN USING ADOBE ILLUSTRATOR TO CREATE AN AD, PLEASE MAKE SURE ALL TYPE IS CONVERTED TO OUTLINES.
- ANY ADS CREATED ON A PC MUST BE TRANSLATED TO .EPS OR .PDF FILE, WHICH CAN BE READ BY ADOBE ILLUSTRATOR OR ADOBE PHOTOSHOP. IF YOU ARE USING COREL DRAW, PLEASE CONVERT ALL TEXT TO CURVES AND EXPORT YOUR AD TO .PDF FILE.
- WE CANNOT ACCEPT ANY FILES CREATED IN ADOBE PAGEMAKER, MICROSOFT PUBLISHER, MICROSOFT WORD OR ANY NON-GRAPHIC PROGRAM.
- 2 FULL PAGE SPREAD: 17"X11", 1 FULL PAGE: 8.5"X11", 1/2 PAGE: 8.5"X5.5" AND 1/4 PAGE: 4.25"X5.5". PLEASE ALLOW FOR 1/8" BLEED ALL AROUND.
- PLEASE MAKE CHECKS PAYABLE TO: LA LA SINCERELY INC.
- SUBMIT IMAGES 8MB AND UNDER TO ADSALES@PRESCRIPTIONEDGE.COM. FOR LARGER THAN 8MB FILES, PLEASE CONTACT ADSALES@PRESCRIPTIONEDGE.COM OR CALL 1.877.658.6575 PRIOR TO SUBMISSION.

FOR ONLINE ADS

- ONLINE ADS MUST BE RGB .JPG FILES. 200 PIXELS WIDTH X 300 PIXELS HEIGHT. TO PLACE AN ONLINE AD, PLEASE CONTACT ADSALES@PRESCRIPTIONEDGE.COM OR CALL 1.877.658.6575.