

# The Cooperator Advertising Specifications

## Dimensions

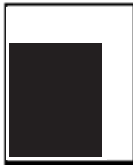
### Full Page

Size: 10 1/8" x 12 3/4"



### Junior Page

Size: 7 1/2" x 9 1/2"



### Half Page Vertical

Size: 5" x 12 3/4"

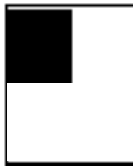
### Half Page Horizontal

Size: 10 1/8" x 6 1/4"



### Quarter Page

Size: 5"(w) x 6 1/4"(h)



### Eighth Page Vertical

Size: 2 3/8" x 6 1/4"

### Eighth Page Horizontal

Size: 5" x 3"



### Media

Ads may be submitted on CD-R, CD-RW, DVD-R or DVD-RW. Submitted media must be clearly labeled with issue date, advertiser name, and contact name and telephone number. Ads may be submitted by wetransfer.com or email. For instructions, please contact our Production Dept. at 212-683-5700 or email Yerdanos Gilagaber (yerdanos@yrinc.com).

### Format

- 1) Hi-res PDF files compatible with Acrobat Distiller 4.0 (PDF Version 1.3), no higher.
- 2) Native InDesign files version CS5 or lower.
- 3) Native Quark files version 7.5 or lower.
- 4) Adobe Illustrator EPS files version CS5 or lower.

### Hi-res PDF distilled files must have:

- All fonts embedded.
- The color mode (i.e. CMYK) should only be CMYK or Grayscale. Never RGB or LAB. No embedded color profiles.
- All spot colors must be converted to CMYK.
- OPI Comments must be turned off.
- Resolution must be **minimum 150 dpi** for all submitted images and files.
- **All images and colors must have a max density of 240%.**

### Native Quark or InDesign files must have:

- All supporting fonts included.
- All illustrations and scans. The color mode must be either CMYK or grayscale, never RGB or LAB. No embedded color profiles.
- All spot colors (or PMS) must be converted to CMYK.
- Resolution: Minimum 150 dpi for all submitted images and files.
- **All images and files should have a max density of 240%.**

### Adobe Illustrator files must have:

- Illustrator files should have all fonts converted to outline.
- The color mode should only be CMYK or Grayscale.
- All spot colors (or PMS) must be converted to CMYK.
- Resolution: Minimum 150 dpi for all submitted images and files.
- **All images and colors must have a max density of 240%.**

A proof should accompany each submitted ad and should be labeled with the publication, issue and advertiser name.

**NOTE: Submitted materials will not be returned unless otherwise specified.**