

ADVERTISEMENT SUBMISSION SPECIFICATIONS

Please read these instructions carefully before submitting ads to Langdon Publishing.

Langdon Publishing is not responsible for submitted advertising that does not conform to the standards below.

Camera ready ad specifications:

Ads supplied on film are no longer accepted. Files are accepted in the following formats for camera ready ads submitted electronically.

High resolution press-ready PDF files:

1. All images in the PDF must be in one of these three formats and resolutions:
 - a) CMYK images 300 dpi @ 100%
 - b) Grayscale images 300 dpi @ 100%
 - c) Bitmap images 600 dpi @ 100%
2. PDFs will need to be written with the following specifications:
 - a) Acrobat 9.0 compatibility (or lower).
 - b) All fonts embedded.
 - c) All colors converted to CMYK (no spot or RGB colors).
3. PDFs with RGB images or low-resolution images will be returned to the client for resubmission. The nature of the PDF format makes it impossible for Langdon Publishing to correct problems should they arise. It is the client's responsibility to provide a usable file.

QuarkXPress: Files need to be converted to a PDF. The PDF needs to meet the PDF specifications listed.

Adobe Photoshop: A TIFF or EPS from Adobe Photoshop is acceptable. It must meet the following specifications:

1. A minimum resolution of 300 dpi @ 100%.
2. Colors must be converted to CMYK.
3. If the file has a clipping path, it must be saved as an EPS or a TIFF.
4. Any extra channels beyond CMYK must be deleted.
5. TIFF files should have LZW compression turned off.
6. EPS files must be saved with binary encoding and an 8-bit preview. Halftone screen, transfer function and Postscript color management need to be turned off.

Adobe InDesign: Files need to be converted to a PDF. The PDF needs to meet the PDF specifications listed.

Adobe Illustrator: Must meet the following specifications.

1. Saved as an editable EPS file. PDF files are also acceptable.
2. Colors must be converted to CMYK.
3. All photos placed in the file must fit the following:
 - a) CMYK images 300 dpi @ 100%
 - b) Grayscale images 300 dpi @ 100%
 - c) Bitmap images 600 dpi @ 100%
4. All type must be converted to outlines (Illustrator) or curves (Freehand).
5. Fonts for any placed images must be included.

Unaccepted formats: Adobe PageMaker, Microsoft Publisher and Microsoft Word files are not accepted.

Fonts: Multiple Master fonts are not accepted. Use of True Type fonts is not recommended and may result in copy being reflowed.

Submission materials: Ads are accepted on CD (Mac or PC format as long as the session has been closed) and DVD-R. You can upload your ad at <http://tulsapeople.com>. Click on advertise; advertisement file upload.

E-mail: Please email your ad to your account representative. Ads must be smaller than 25 mbs and a color proof should be sent to Langdon Publishing.

Proofs: All ads must be accompanied with a match print quality color proof. This is for your protection. Ink jet proofs are acceptable for content only, not color. If the client does not include a color proof with the ad, Langdon Publishing cannot be held responsible for how the ad prints.

AD SIZES AND DIMENSIONS



Full Page with Bleed
 $9 \frac{1}{4}'' \times 11 \frac{1}{8}''$
 1/8" bleed past final trim. No live matter within 1/4" of trim.

Trim Size: $9'' \times 10 \frac{7}{8}''$

Full Page Float
 $8'' \times 10''$

2/3 pg.
 $5 \frac{1}{4}'' \times 10''$

1/3 V
 $2 \frac{1}{2}'' \times 10''$

1/2 v
 $3 \frac{7}{8}'' \times 10''$

1/4 pg.
 $3 \frac{7}{8}'' \times 4 \frac{7}{8}''$

1/2 pg. H
 $8'' \times 4 \frac{7}{8}''$

1/6 V
 $2 \frac{1}{2}'' \times 4 \frac{7}{8}''$

1/3 square
 $5 \frac{1}{4}'' \times 4 \frac{7}{8}''$

TulsaPeople

Tulsa's Award-Winning City Magazine™

1603 S. Boulder Ave. | Tulsa, OK 74119
 918-585-9924 | TulsaPeople.com