

# Shepherd Publishing

P.O. Box 6045 • San Antonio, Texas 78209-6045  
210.683.1390 Cell • 210.826.1278 Fax  
www.ShepherdPublishingLLC.com • josh@ShepherdPublishingLLC.com

## Ad Specifications - Ad Sizes

All ads must be created with the document size set to the actual size of the ad.  
Do not create ads on a standard Letter size document. Do not “collage” ads on one document.

### Half-Size Books

6” x 9”

	<u>WIDTH</u>	<u>HEIGHT</u>
• Full Page Without Bleed . . . . .	5”	8”
• Full Page Ad with Bleed . . . . .	6”	9”
(1/8” bleed on all sides - 6.25” x 9.25”, live detail 1/4” inside trim)		
• 1/2 Page Ad . . . . .	5”	3.875”
• 1/3 Page Ad . . . . .	5”	2.5”
• 1/4 Page Ad (Horizontal) . . . . .	5”	1.8125”
• 1/4 Page Ad (Vertical) . . . . .	2.375”	3.875”

### Full-Size Books

8.5” x 11”

	<u>WIDTH</u>	<u>HEIGHT</u>
• Full Page Without Bleed . . . . .	7.5”	10”
• Full Page Ad with Bleed . . . . .	8.5”	11”
(1/8” bleed on all sides - 8.75” x 11.25”, live detail 1/4” inside trim)		
• 1/2 Page Ad . . . . .	7.5”	4.875”
• 1/4 Page Ad (Horizontal) . . . . .	7.5”	2.3125”
• 1/4 Page Ad (Vertical) . . . . .	3.625”	4.875”
• 1/8 Page Ad . . . . .	3.625”	2.3125”

Shepherd Publishing can provide all ad design services for our clients. We understand however that many clients prefer to use their established ad agencies in order to maintain continuity throughout their advertising campaigns. Advertisements that are produced by an agency other than JCGraphix **must** meet the following specifications.

All questions re: ad specifications should be directed to:  
**Josh Craft • josh@ShepherdPublishingLLC.com • 830.739.8310**

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## Ad Specifications - File Formats

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**Microsoft Publisher and Word files ARE NOT acceptable.  
Files generated from these applications (ie. EPS, PDF) ARE NOT acceptable.**

### Acceptable File Formats

Client supplied ads must be in one of the following formats.  
MacIntosh or Macintosh compatible.  
**PREFERRED FORMAT IS PDF.**

- **PDF 5.0** (pdf 1.4) or greater compatibility (all fonts embedded). Be sure all photos meet the JPEG/TIFF requirements before producing the PDF. Compressions settings must be set to:

Color Images	No Sampling Change Compression - Automatic Quality - Maximum
Grayscale Images	No Sampling Change Compression - Automatic Quality - Maximum
Monochrome Images	No Sampling Change Compression - CCITT Group 4
Compress Text and Line Art - checked	
Crop Image Data to Frames - checked	
- **EPS file** (fonts must be outlined) (**EPS files generated out of Photoshop are NOT acceptable**).
- **Adobe InDesign CS4** Mac (Fonts must be outlined or provided with the file. All support documents must be provided - perform a “Package” It is advised that you “Preflight” this beforehand making sure there are no RGB images, or fonts missing). Be sure all photos meet the JPEG/TIFF requirements. Use of 3rd party plug-ins is not recommended.

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## Ad Specifications - File Formats

- **Adobe Illustrator CS4** (14.0) or less, preferably Mac generated (fonts must be outlined and links imbedded). Be sure all photos meet the above JPEG/TIFF requirements.

### **JPEG (.jpg) & TIFF (.tif) IMAGES**

- **JPEG** file of at least 300 dpi at 100% of the size the ad will print (400 dpi preferable). If text or artwork is involved, 1200 dpi is preferred (600 dpi minimum). All photos must be in either Grayscale or CMYK mode. RGB mode files are not acceptable.
- **TIFF** file of at least 300 dpi at 100% of the size the ad will print (400 dpi preferable). If text or artwork is involved, 1200 dpi is preferred (600 dpi minimum). All photos must be in either Grayscale or CMYK mode. RGB mode files are not acceptable.
- **TIFF BITMAP** (Black & White image) This file format should be reserved for clipart and logo files. The file must be at least 1200 dpi at 100% of the size the ad will print, or larger.

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