

NEW LIFESTYLES

GUIDE TO SENIOR LIVING & CARE

4144 N. Central Expressway, Suite 350, Dallas, TX 75204
800-975-9703 April Smith 855-487-4531 efax
800-974-3731 Vicki Robinson 855-487-4530 efax

PRINT AD TRIM SIZES

Full page = 4.625"w x 7.5"h

Half page = 4.625"w x 3.25"h

Quarter page = 4.625"w x 1.625"h

2 page spread = 10" w x 7.5"h

Print-ready PDF preferred

AD SPECS: Publication trim size is 5.375" x 8.375". No bleeds. Printed on high-speed web press in 4-color process. We output from QuarkXpress 10.2.1 using Macintosh OSX. Digital files submitted to New LifeStyles must meet the specifications below. Printed color proofs should be submitted for color accuracy. *If provided material does not conform to New LifeStyles' exact specifications, New LifeStyles will not be liable for variances between provided material and the published product.*

Listings may be submitted online at
<https://www.newlifestyles.com/communities-service-providers/advertising/advertising-forms>

When submitting materials via e-mail, you may include the text in the message of the e-mail or an attached Word document. Send graphic elements as separate attachments, **DO NOT** embed graphics in a Word document.

GRAPHICS for PRINT LISTINGS should be 300 dpi and no larger than 3" w x 2.5 h" jpg, tiff or eps format. Actual printed size is .944" x .778"

PDFs must be the correct size, saved as Hi Resolution (300 dpi) CMYK, with all fonts embedded or converted to outline. Turn off any OPI. Do not include hyperlinks or crop marks. Preview in Acrobat for accuracy before sending. *New LifeStyles cannot re-size, adjust color or make any changes to a pdf.*

If you have any questions, please call for assistance.

ONLINE

BANNER: jpg format,
300 pixels w x 250 pixels h (25k max)

GRAPHICS for Online Listings: jpg or png format, 250 pixels w x 100 pixels h (15k max)
Graphics received at other sizes will be cropped/re-sized to fit accordingly.

BROCHURES: pdf format (4mb max)

GALLERY: 640 pixels w x 480 pixels h (72 dpi)

We can also accept files in the following formats

ADOBE ILLUSTRATOR EPS files, saved with preview

1. EPS files should include original application files in case editing is necessary
2. **CONVERT ALL TYPE TO OUTLINE**, fill with appropriate color to eliminate font replacement
3. Colors should be set as CMYK, 4-color process, no spot colors

PHOTOSHOP jpg, tiff or eps files

1. Scan resolution should be 300 dpi (*Note: most internet graphics are only 72 dpi and are NOT acceptable for printing. Client accepts responsibility for low resolution images sent to New LifeStyles.*)
2. Scan all color images as **CMYK**
3. Save Photoshop files with "8-bit Macintosh" preview, "Binary" encoding, do not include "transfer functions," do not use LZW

Final print output should be 150 line screen

FILES MAY BE E-MAILED to newlife@newlifestyles.com

Contact the production department for direct e-mail addresses or other delivery methods.