

# NEW LIFESTYLES

## GUIDE TO SENIOR LIVING & CARE

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### 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

### 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)

**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  
[www.NewLifeStyles.com/communities-service-providers/advertising/advertising-forms](http://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.*

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](mailto:newlife@newlifestyles.com)**

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