# NEW LIFESTYLES
## MEDIA SOLUTIONS

**4144 N. Central Expressway, Suite 1000, Dallas, TX 75204**
**800-869-9549     214-515-9202 - Fax**
**800-964-9253 - Production Department**

## AD SIZES

**Full page = 4.625"w x 7.5"h**

**Half page = 4.625"w x 3.25"h**

**2 page spread = 10" w x 7.5"h**

**Print-ready PDF preferred**

**AD SPECS:** 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.*

***Do not send text, ads or graphics in MS Publisher or MS Word!***
When submitting materials via e-mail, include the text in the message of the e-mail, **NOT** in an attached Word document. Send graphic elements as separate attachments, **NOT** embedded in a Word document.
**Name any files submitted with YOUR COMPANY/CLIENT NAME.**

*There is NO charge for production assistance!*
*If you do not have access to these programs or have any questions, please call for assistance.*
We output from QuarkXpress 7.5 using Macintosh OSX

**PDFs** must be the correct size, saved as Hi Resolution (300 dpi) CMYK, with all fonts imbedded. 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*. More detailed specifications may be obtained from the production department.

## 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. Do all cropping, retouching, rotation and sizing in Photoshop before placing in QuarkXpress
  2. **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.)*
  3. Scan all color images as **CMYK**
  4. Save Photoshop files with "8-bit Macintosh" preview, "Binary" encoding, do not include "transfer functions," do not use LZW

## QUARKXPRESS
  1. Include all support files (logos, photos must be 300 dpi in TIFF or EPS format)
  2. Include all fonts used in ad (printer and screen fonts. True Type fonts are not accepted)
  3. Set colors as CMYK 4-color process separations, no spot colors / Set trap to .25 pt. (PMS or RGB colors will be converted to CMYK)

*Final output should be 150 line screen*

**FILES MAY BE E-MAILED** or sent on a 650 mb CD. Always include a color laser proof of ad.
Contact the production department for e-mail addresses. *(Files may be "stuffed / zipped" for e-mailing.)*