



## Ad Submission Specifications and Information

**All artwork for ads must be received no later than Friday, August 22, 2025**

### AD SIZE (no bleed)

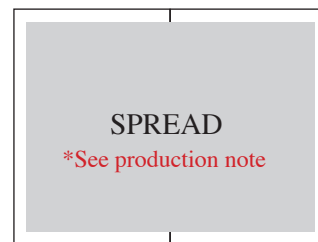
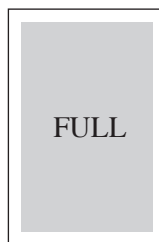
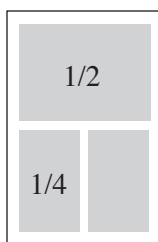
Full-page Spread: 16.5" x 10.5"

Full Page: 8" x 10-1/2"

1/2 Page: 8" x 5-1/8" (horizontal)

1/2 Page: 3-7/8" x 10-1/2" (vertical)

1/4 Page: 3-7/8" x 5-1/8"



### COLOR

Ads will only be printed in one color (black). *Please submit all ads as black and white.*

### FORMATS

All ads must be submitted electronically. Accepted formats include:

- .JPG** 300 dpi, grayscale, all images should be scanned 300 dpi at final size
- .TIFF** 300 dpi, grayscale, all images should be scanned 300 dpi at final size
- .EPS** Grayscale, all images should be scanned 300 dpi at final size, all fonts must be converted to paths. Include a PDF proof also.
- .PDF** Press quality, **include fonts**, do not downsample images

*Ads prepared in Microsoft Word or Publisher can not be accepted.*

### PRODUCTION

Unless otherwise specified, ads submitted are assumed ready for placement **AS IS**. Additional production will be charged at a rate of \$50/hr.

\*When designing ads for a SPREAD, please be aware of where the page gutter will fall in your design (center). We recommend not running body text or photographs across the gutter. If you run larger headline text across the gutter, please kern letters accordingly. *ICSC can not be responsible for text or images that do not line-up with precision across the page gutter.*

### FILE TRANSMISSION

Files may be emailed to [shannon@doubledogdesign.net](mailto:shannon@doubledogdesign.net).

For questions regarding accepted file types, or the preparation of files, please call Shannon Reincke at (616) 204-1018.