

# 32<sup>ND</sup> ANNUAL DONALD K. FACCIANO KIDS AUCTION GALA



**BOYS & GIRLS CLUBS**  
OF GREATER OXNARD AND  
PORT HUENEME

## AD SPECS & GUIDELINES

### Production Notes/Digital Requirements

AD SIZE	WIDTH & HEIGHT (TRIM)	WITH BLEED
Full Page Cover 4 Color	8.5 x 11"	9 x 11.5"
Full Page (no bleed)	7.75 x 10.25"	-----
Half Page (no bleed)	7.75 x 4.9375"	-----
Quarter Page (no bleed)	3.6875 x 4.9375"	-----

Final Trim Size: program page is 8.5 x 11"

**Bleed:** Please extend bleed 1/4" on all sides, include crop marks. Bleed ad dimensions above include this allowance. This option is available only for cover full page ads. All b/w ads do not have bleed.

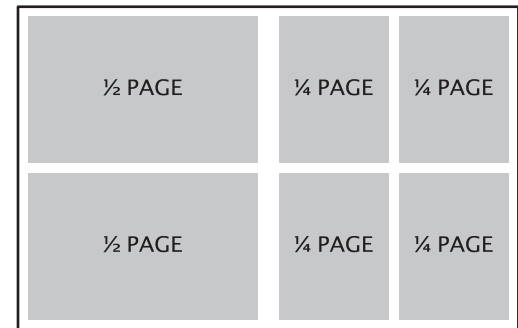
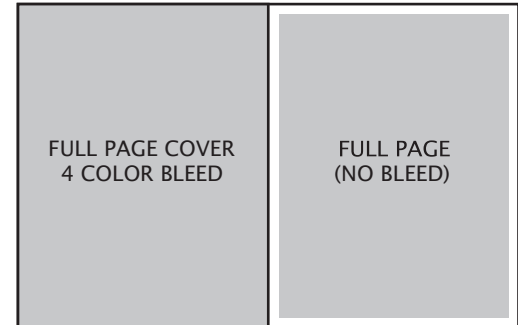
**Live Area:** Keep all live matter at least 1/4" from final trim size on all sides. Trimming of ad content may occur otherwise.

**Printing Process:** All ads are black and white with the exception of cover full page ads which are 4 color (CMYK). Direct to plate.

**Screens:** 150-line preferred. Total printing tone value should not exceed 270 percent.

### General Guidelines

- Build document to ad size.
- Be sure to extend bleed by 1/4" on all sides, and allow for live area as trimming of ad content may occur otherwise.
- Include crop marks with bleed ads. Do not include marks in image area.
- Images and graphics should be 300 dpi, or no less than 266 dpi.
- For black-and-white ads: Color mode should be grayscale.
- For color ads (cover only): Convert all colors to CMYK. All colors must be converted to CMYK prior to creating pdf files.
- No RGB images. No spot or pantone colors.
- No JPEG, PICT, GIF, Microsoft Publisher or Microsoft Word accepted.
- Do not nest EPS file inside, or other EPS files, or embed ICC profile within images.
- Postscript or Open type Mac fonts only. No PC fonts.
- Run preflighting software whenever possible and provide report.



### Shipping Instructions:

All advertising material should be sent to:  
Andrew Peake, Director of Advancement  
[apeake@bgcop.org](mailto:apeake@bgcop.org) | 805.815.4959 ext. 204  
by October 1, 2021

Advertisers are responsible for the content of their ads. All files supplied without acceptable color guide (swop proof) will waive all implied guarantee of color reproduction and will be subject to additional production charges for work or proofs required. Boys & Girls Clubs of Greater Oxnard and Port Hueneeme and any representatives of Boys & Girls Clubs of Greater Oxnard and Port Hueneeme are not responsible for ads sent without proofs or ads not meeting the specification guidelines and requirements.

### Digital Files

Specify format, software, and version used, and include all fonts and graphics. Ads should be submitted, in order of preference:

**PDF** Ensure all links are valid and images are CMYK tiffs or eps. Write a postscript file using a high-quality or postscript driver, and distill separately using press-quality job options with compatibility of Acrobat 4 (PDF 1.3). Resolution of 2400 dpi, auto-rotate pages to off, and binding is left. Sampling image should be set to off, with automatic jpeg compression, and image quality set to maximum. CCITT Group 4 compression for monochrome images. Embed all fonts. Change color settings to color management off, uncheck all preserve color information, and remove all transfer functions. Do not preserve OPI comments. Change transparency flattener resolution to 2400 dpi and gradient resolution to 300 dpi. Convert all text and strokes to outlines. A Distiller job options file can also be provided, upon request.

**TIFF** 300 dpi minimum, CMYK or grayscale color mode. Turn color management off and uncheck ICC profiles. Do not use jpeg compression.

**EPS** Convert all fonts to outlines. Do not trap colors. "Save page as eps" document build in Quark are not accepted.

**IN DESIGN** Collect for output (File > Package) and include all Mac fonts, images and a file list/report.



