



2011-2012 Ad Specifications

Size of publication trims to 5.375 x 8.375".

For bleeds add .125" to the trim size.

(Width is provided first, then height of ad. We add a .5pt rule to all ads)

- All ads that do not bleed will be inset 1/8" from border.
- Full Page — Bleed
5.375 x 8.375" (add .125" to all sides for bleed)
- Full Page — Non Bleed
5" x 8" (inset .187" on all sides with border)
- 1/2 Page Ad — Non Bleed
5" x 3.875"
- 1/3 Page Ad — Non Bleed
5" x 2.5"
- 1/4 Page Ad — Non Bleed
2.437" x 3.875"

Mechanical Requirements

Finished trim size of publication is 5.375 x 8.375"

Preferred file format for all art is high resolution PDF.

Other acceptable formats include: QuarkXPress, Adobe Illustrator
Adobe Photoshop and InDesign.

Notes:

If above software applications are used, you must include all art linked to the document, all fonts used in the document.

- For color ads, make sure all art is saved as CMYK and images no less than 300 dpi for best print results.
- For black/white ads, make sure all bitmap art is in grayscale format and images no less than 300 dpi for best print results.
- If providing an Adobe Illustrator file, you may convert your fonts to outline (graphic) or provide the font.

Microsoft programs, PowerPoint, Publisher, Word and CorelDraw are **NOT** acceptable.

File Identificaton:

It is very helpful to include your company name as part of the file name for easy identification. For example: NCTad_Acme.pdf.

File Delivery:

All artwork and files can be emailed to Kristin Buie at [kbunie@nctheatre.com](mailto:kbuie@nctheatre.com) (831-6941 x 6942) or you may provide a download link. Please include your company name in the file description.