

## Production Specifications

### Acceptable file format:

### PRINT Advertising Specifications:

#### 1) High Resolution PDFs

Created with **Adobe Acrobat Distiller**  
PDF/X-1A:2001 with all fonts outlined or embedded.

#### 2) .tif or .jpg

Must be high resolution, 300 dpi.  
All images provided must be CMYK & color corrected.  
No Pantone/PMS or RGB colors.  
All fonts must be embedded.

### ONLINE Advertising Specifications:

#### 1) Files must be 72dpi .jpg, .gif or .png formatted

#### 2) Logo: 150x100 pixels

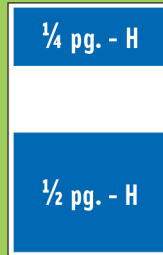
#### 3) Medium Rectangle Banner: 300x250 pixels

#### 4) Leaderboard Banner: 728x90 pixels

[WebDirectoryForParents.com/advertisewithus](http://WebDirectoryForParents.com/advertisewithus)

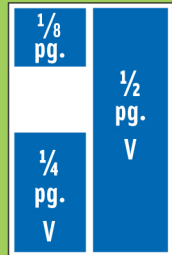


FULL  
PAGE



1/4 pg. - H

1/2 pg. - H



1/8  
pg.

1/4  
pg.  
V

1/2  
pg.  
V

### Ad Size

1/8 Page  
1/4 Horizontal  
1/4 Vertical  
1/2 Horizontal  
1/2 Vertical  
Full Page  
Covers

### Dimensions (w x h)

2.062" x 1.5"  
4.375" x 1.875"  
2.062" x 3.75"  
4.375" x 3.75"  
2.062" x 7.75"  
4.375" x 7.75"  
5.375" x 8.375" trim

### Design Fees

\$50  
\$100  
\$100  
\$150  
\$150  
\$200  
\$300

## Contact Us

[WebDirectoryForParents.com/aboutus](http://WebDirectoryForParents.com/aboutus)

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