

## PRODUCING YOUR AD

### • Dimensions

See the ad dimensions chart (right) for live image area. Design your ad so it can be placed on either left or right pages, top or bottom.

### • File Formats

We accept EPS, TIF, JPG and PDF files.

**We DO NOT accept ads created in Microsoft Word, WordPerfect, or any other word processing program.**

### • Type/Fonts

To avoid font issues, please convert/rasterize your file's fonts to outlines.

### • Crop Marks/Bleed

You **DON'T** need crop marks or bleed on your ad. Please build your ad exactly to our dimensions.

### • Image Resolution

Files should be 300 dpi at 100%.

### • Colors

On full-color ads, use process CMYK (not RGB, spot or index color). Black and White ads should use pure black and images should be converted to Grayscale. Spot color ads should only be built through Adobe Illustrator or Macromedia Freehand in CMYK mode and spot color areas should be represented using 100% CYAN.

### • File Naming

Files should be named by the advertiser's name and issue date. *For example: xyzevents\_0306.pdf.* Please make sure to include the associated file extension (i.e. .pdf, .tif, .jpg).

## SENDING US YOUR AD

• **No matter what format your ad is in, it must be accompanied by all source files**, including the final layout file, images, logos and Macintosh screen and printer fonts. Fonts used in placed EPS files must be included as well if you have not converted them to outlines. Even if you are sending a final PDF, EPS or TIFF file, you must include source files with your submission in case an element needs to be altered.

• **Send your files on CD** accompanied by a laser copy of the ad and a print out of the disk's contents.

~ OR ~

**E-mail your ad**, provided it is under 4MB and includes all source files. Zipped files are acceptable. Please contact your Kid's Directory Representative for e-mail information at 713-663-7555.

• **Enclose production contact information.** Include cell, pager or after hours numbers.

• **Send your package to:** The Kid's Directory, 5320 Gulfton, Suite 9, Houston, Texas 77081

## DEADLINE

Advertising materials are due to the production department by the 12th of the month preceding the issue date. When due date falls on a non-business day, electronic files are due the preceding business day.

If you have any questions, please contact your Kid's Directory Representative at **(713) 663-7555**.

**If the above specifications are not met, there will be an hourly charge for any work that we have to do in order to provide your advertisement to our printer in the proper format.**

### Ad Dimensions in Inches

**FP**

Full Page:  
5" x 7.875"

**1/2v**

Half Page Vertical:  
2.375" x 7.875"

**1/2h**

Half Page Horizontal:  
5" x 3.75"

**2/3**

Two Thirds Page:  
5" x 5"

**1/3v**

Third Page Vertical:  
2.375" x 5"

**1/3h**

Third Page Horizontal:  
5" x 2.625"

**1/4**

Fourth Page:  
2.375" x 3.75"

**1/6**

Sixth Page:  
2.375" x 2.375"

**ST**

Short Take:  
2.111" x .8097"