

AD SIZES

FULL PAGE SIZE/TRIMMED PAGE: 8.375”X10.875”

BLEED AREA: HALF INCH EXTRA AROUND ALL SIDES 9.375”X11.875”

LIVE IMAGE AREA/NON-BLEED FULL PAGE ADS: 7.375”X9.875”

TWO PAGE SPREAD SIZE/TRIMMED PAGE: 16.75”X10.875”

BLEED AREA: HALF INCH EXTRA AROUND ALL SIDES 18.75”X11.875”

LIVE IMAGE AREA/NON-BLEED TWO PAGE SPREAD: 14.75”X9.875”

(All important text should be contained inside the LIVE IMAGE AREA.

On TWO PAGE SPREADS it is not recommended text runs across the center fold.

Text should be contained .5” on each side of the fold.

1/3 DOCTOR profiles will be built by the HEALTHWORX creative team.

Submitted Images must be 300 DPI.

ADVERTISING Q & A

WHAT DOES “HIGH RESOLUTION” MEAN?

For our purposes, High Resolution means that a file is suitable to print at 300 dpi (dots per inch), at the size it is meant to appear in our publication.

IS THIS IMAGE GOOD ENOUGH?

This is really two questions...First, is it large enough for where you want the image to appear, and second is it an attractive photo.

As to size, while we're happy to check a photo for you to let you know how large we can run it in our magazine,

As to attractiveness, we look for the best images we can get to make the book (and thus our advertisers) look the best we can. The most common reasons we reject an image are bad lighting, graininess, and poor composition. In general we leave selection of the photos up to our accomplished design staff, but we take the clients desires into account wherever possible.

CAN YOU USE IMAGES FROM OUR WEBSITE?

In general it is not possible to use web images for high quality print purposes. Images intended for web use are typically saved at screen resolutions (72 or 96 dpi) and in formats not suitable for print.

I DON'T HAVE ANY PHOTOS, WHAT DO I DO?

If you do not have access to high res marketing photos, we can certainly assist you in finding a local photographer who can meet your needs.

I DON'T HAVE ANY EDITORIAL TEXT, WHAT DO I DO?

In some cases we can simply take text content from your website (if it has an “about us” section for instance), or from previous marketing materials like brochures.

Finally, we do have writers that we can refer to you to create the editorial for you.

SENDING ARTWORK

E-MAILING ARTWORK:

- E-mail files under 25 megs in size to production@hnpubs.com
- Please include the company name in the subject line

SENDING ARTWORK TO OUR FTP SITE:

- Files up to 50 megs in size can be sent directly to our FTP site
- You must use FTP client software to upload the files (SmartFTP, CuteFTP, Fetch, etc.)
- Contact our office at 1-866-312-8072 for current login and password information

MAILING ARTWORK TO OUR PRODUCTION OFFICE:

- Artwork or electronic media (DVD, CD, disks, etc) can be mailed to our office
- 63025 O.B. Riley Road, Suite 15, Bend, Oregon 97703
- Unless otherwise requested, original art materials will be returned to the client after the press date of the publication
- Copies of electronic materials (DVD, CD, etc.) will not be returned unless requested or if they are original materials (corporate stock photo disks, etc.)

ACCEPTABLE FILES (ALL FILES MUST BE CMYK)

LOGOS, IMAGES & PHOTOS:

- JPG, EPS and TIFF formats (Must be high resolution - 300 dpi)
- Web Images are NOT acceptable

FULL FILES - PC PLATFORM

- Preferred file format is Adobe Acrobat PDF. The files should be saved at 300 dpi with all fonts and images embedded.
- ADOBE INDESIGN/ILLUSTRATOR: Make sure to include all fonts used in ad.
- PHOTOSHOP: Scanned files from Adobe Photoshop must be a little larger than the size that they will be reproduced. Images must in EPS or TIFF format and 300dpi.
- WE DO NOT ACCEPT FILES IN MICROSOFT PUBLISHER, POWERPOINT OR MICROSOFT “WORD ART” FILES



HERE & NOW
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