



ADVERTISING FILE SPECIFICATIONS

Files are Accepted in the Following Formats:

CD-ROM / DVD-ROM / Email Files (PDF, TIFF & JPEGs Preferred)

Send email ad copy to: adcopy@treetrader.com (Files may be compressed with Winzip or Stuffit if needed)

Files may also be sent to our FTP Server at <ftp.treetrader.com>

Accepted Program Formats:

Adobe Photoshop 10.x / Adobe Illustrator 13.X

Please save all color files in CMYK mode (4 color process) at a resolution of 300 DPI (266 DPI minimum).*

Quark Express Windows Compatible Up To 7.X

Please include all graphic image links & fonts contained in the document by using the "Collect for Output" option in Quark (File / Collect for Output). This will ensure that all links and fonts are packaged with document. Graphics and pictures should be placed in Quark at a minimum of 266 DPI resolution and in CMYK mode for color images.*

Quark Express 7.X Mac

Please include all graphic image links & fonts contained in the document by using the "Collect for Output" option in Quark (File / Collect for Output). This will ensure that all links and fonts are packaged with document. Graphics and pictures should be placed in Quark at a minimum of 266 DPI resolution and in CMYK mode for color images. **Fonts will not always cross-platform and may have to be substituted.***

Adobe InDesign Windows Compatible Up To 5.X

Please include all graphic image links and fonts contained in the document by using the "File / Package" option. Be sure to preflight file before selecting the package option & save all graphic links and fonts. This will ensure that all links and fonts are packaged with document.*

Accepted IBM / Macintosh File Formats:

TIFF

Save or export the entire ad as a TIFF @ 300 DPI resolution (266 DPI minimum). Make sure the ad is cropped to the proper ad size specifications. Tiff file format eliminates cross-platform font issues and the need to substitute fonts.

JPEG

Save or export the entire ad as a JPEG @ 300 DPI resolution (266 DPI minimum). Select the maximum image quality when saving. Make sure the ad is cropped to the proper ad size specifications. JPEG file format eliminates cross-platform font issues and the need to substitute fonts.

PDF

Save or export the entire ad as high resolution PDF with a minimum of 266 DPI.

EPS

Save or export the entire ad as an EPS with 8 bit preview. Make sure the ad is cropped to the proper ad size specifications. EPS file formats will generally remove most cross platform font issues but cannot be guaranteed.

Camera Ready

All camera ready copy should be ready to scan. Original photos should be included if the ad is not true camera ready.

Note: Final image quality will suffer if Xerox or other photo copy, ink jet prints, Polaroids, etc. are sent as camera ready.

***With ALL file formats, we request that you send a hard copy proof to ensure the accuracy of your ad.**

TREE & LANDSCAPE EQUIPMENT TRADER™

ADVERTISING SIZE SPECIFICATIONS

Our Finished Publication Size Is: 7 7/8" x 10 3/4"

Live Area: 7 1/8" x 10" (This is the printable area contained on a full page excluding bleeds)

Display Ads:

Front / Back Cover: 7 1/2" X 8 1/2" "Live Area"

Front Cover Bleed: 8 1/8" X 9" Total Ad Size Including Top, Bottom & **Right** Side Bleeds

Back Cover Bleed: 8 1/8" X 9" Total Ad Size Including Top, Bottom & **Left** Side Bleeds

Full Page: 7 1/8" X 10" Live Area

For ads containing bleeds, please add 1/4" to finished publication size (7 7/8" x 10 3/4") on all sides that bleed.

If bleeds are all 4 sides, final ad size will be 8 3/8" X 11 1/4".

Centerfold: 15"x10" Live Area

For ads containing bleeds, please add 1/4" to finished publication size (15 3/4" X 10 3/4") on all sides.

Final ad size will be 16 1/4" X 11 1/4".

Half Page Vertical: 3 15/32" X 10"

Half Page Horizontal: 7 1/8" X 4 29/32"

Quarter Page: 3 15/32" X 4 29/32"

Classified Ads:

9/15th Page: 7 1/8" X 5 15/16" (7.125" x 5.9375")

6/15th Vertical Page: 4 11/16" x 5 15/16" (4.6875" x 5.9375")

6/15th Horizontal Page: . . . 7 1/8" x 3 7/8" (7.125" x 3.875")

5/15th Page: 2 1/4" x 10" (2.25" x 10")

4/15th Vertical Page: 2 1/4" x 7 11/16" (2.25" x 7.6875")

4/15th Square Page: . . . 4 11/16" X 3 7/8" (4.6875" x 3.875")

3/15th Vertical Page: 2 1/4" x 5 15/16" (2.25" x 5.9375")

3/15th Horizontal Page: . . . 7 1/8" X 1 7/8" (7.125" x 1.875")

2/15th Vertical Page: 2 1/4" X 3 7/8" (2.25" x 3.875")

2/15th Horizontal Page: 4 11/16" X 1 7/8" (4.6875" x 1.875")

1/15th Page: 2 1/4" X 1 7/8" (2.25" x 1.875")

