[IMAGE] MPA Media Ad Requirements [IMAGE] a.consent:link { color:#FFF; } a.consent:visited { color:#FFF; } a.consent:hover { color:#a2a2a2; } a.consent:active { color:#FFF; }

[IMAGE]

[IMAGE]

[IMAGE] [IMAGE]

[IMAGE]   [IMAGE]
[IMAGE]

[IMAGE]

[IMAGE]

In This Issue:

Other Health Sites

Chiroweb.com

Dynamicchiropractic.com

Chirofind.com

Acupuncturetoday.com

MPA Media Ad Requirements

Click here to print Ad Requirements (PDF)

To insure the highest quality print advertisements possible, please adhere to the follow requirements.

We accept the following formats:

Adobe InDesign 1.0 - CS2, QuarkXPress 4.1 - 6.5, Adobe Photoshop 6.0 CS2, Adobe Illustrator 8.0 CS2 (EPS Format). Please see below for details on how to prepare your files.

Please see below for details on how to prepare your files.

Artwork:

All artwork must be sent as a separate file, whether embedded or placed. It must be either PDF, TIFF, EPS or Native File Format listed above. Use 4-Color (CMYK) or Grayscale (Black & White). It must be sent at 100% full physical print size at a resolution of 300 DPI for gloss publications and 200 dpi for newsprint. It can not exceed 270% total ink density for gloss and 230% for newsprint.

Fonts:

All screen and printer fonts must be included. Fonts in Illustrator must be converted to OUTLINES. Photoshop text must be rendered (Not editable text). Black text must be 100% black or a shade of solid black not values of CMYK (Cyan, Magenta, Yellow & Black, otherwise known as 4/Color). Reversed text must not be smaller than 10 points, 4/Color text, text knocking out of a 4/Color background, image, gradient or solid color, must not be smaller than 12 points.

NOTE: Ads with text or lines that do not meet these requirements will not print clearly.

Raster Ads:

Pixel-based artwork, raster, must not contain text smaller than 12 points, reversed or color text smaller than 14 points, or lines thinner than 1 point. Text and lines should be added in one of the page layout applications listed above. Your ad must be in PDF, TIFF, EPS or Native File Format (listed above). And must be either 4-Color (CMYK) or Grayscale (Black & White)

NOTE: Ads with text or lines that do not meet these requirements will not print clearly.

PDF File Requirements:

All fonts must be embedded. No OPI tags on images/artwork or any profiles of any kind such as ICC. Images/Artwork should be at least 300 dpi for gloss and 200 dpi for newsprint. Black type should be 100% Black/Grayscale. It is recommended that reverse type be no smaller than 10 points. Reverse type in colored boxes is not recommended. The Total Ink Density of your advertisement should not exceed 270% for gloss and 230% for newsprint. Ink density exceeding these values will over saturate causing your advertisement to appear darker than intended.

For more detailed specifications and requirements please contact MPA Media at 800-324-7758 or visit MPAMedia.com.

To Your Health 2008 Media Guide Pages (PDF 90 KB)

MPA Media complete 2008 Media Guide (PDF 1.1 MB)

MPA Media

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http://www.toyourhealth.com/advertising/graphics_ad_spec.php?no_b=true