

## Mechanical Specifications

- All materials must be submitted in a digital format.
- Printing: Heat-set, web offset
- Binding: Perfect bound
- Trim Size: 8.25" x 10.875"
- Bleed: 0.125"
- Safety from Trim: 0.375"

### Preferred File Formats

- A high-resolution (300 dpi) Adobe PDF or PDF/X-1a with embedded fonts.
- CMYK colors, and flattened transparency.

### Acceptable Native-File Formats

- Adobe InDesign, Adobe Illustrator, Adobe PhotoShop.
- All images/elements must be 300 dpi at size,
- A TIFF or an EPS is preferred to a JPEG format.

### Fonts

- PostScript fonts are preferred. TrueType fonts can be problematic.  
We are not responsible for errors caused by TrueType fonts.

### Color

- Everything must be in CMYK format and color-corrected.
- All other color formats (RGB, Pantone/PMS, etc.) will be converted to CMYK.  
We are not responsible for colors which must be converted to CMYK.  
Overall printing maximum density of all colors cannot exceed 280%.

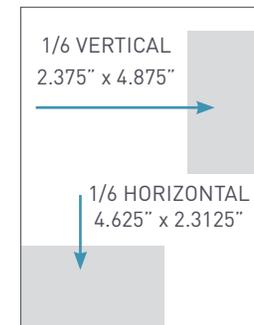
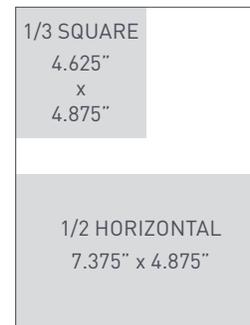
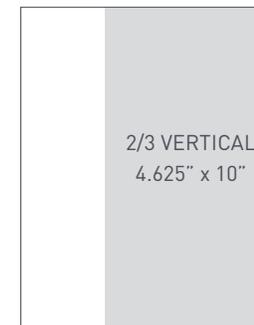
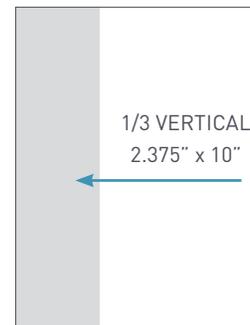
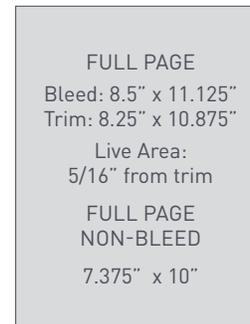
### Submitting Files

- Email Submittal: Preferred
- Files 25MB or smaller may be sent to: [maddie@icbabanks.org](mailto:maddie@icbabanks.org)

### Additional Production Charges

Additional production charges may be incurred if supplied ads do not follow listed specifications. Production charges are in addition to rate space.

NOTICE: All submitted materials are subject to review and approval by ICBA. The audience of ICBA media is exclusive to community banking and as such, content should reflect this audience and avoid references to credit unions and/or very large financial institutions.



FOR PRINT RATES CONTACT:  
**Matt Kusilek, Publisher**  
612-336-9284 • [matt@icbabanks.org](mailto:matt@icbabanks.org)