

# Print Advertising Specifications:

## **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 100% of size; providing packaged files or saved as TIFF or an EPS is preferred.

## **FONTS**

Open Type fonts are industry standard and are required. Adobe disabled support for Type 1 fonts (PostScript, PS1, T1, Adobe Type 1, Multiple Master, or MM) in January 2023. These fonts are not supported, may not render correctly and should not be used. We are not responsible for errors caused by unsupported fonts.

## **COLOR**

Everything must be in CMYK format and color corrected. RGB files are not acceptable or other color formats (Pantone, HEX) 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, edit, and approval by ICBA to meet ICBA's style guidelines. 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.

