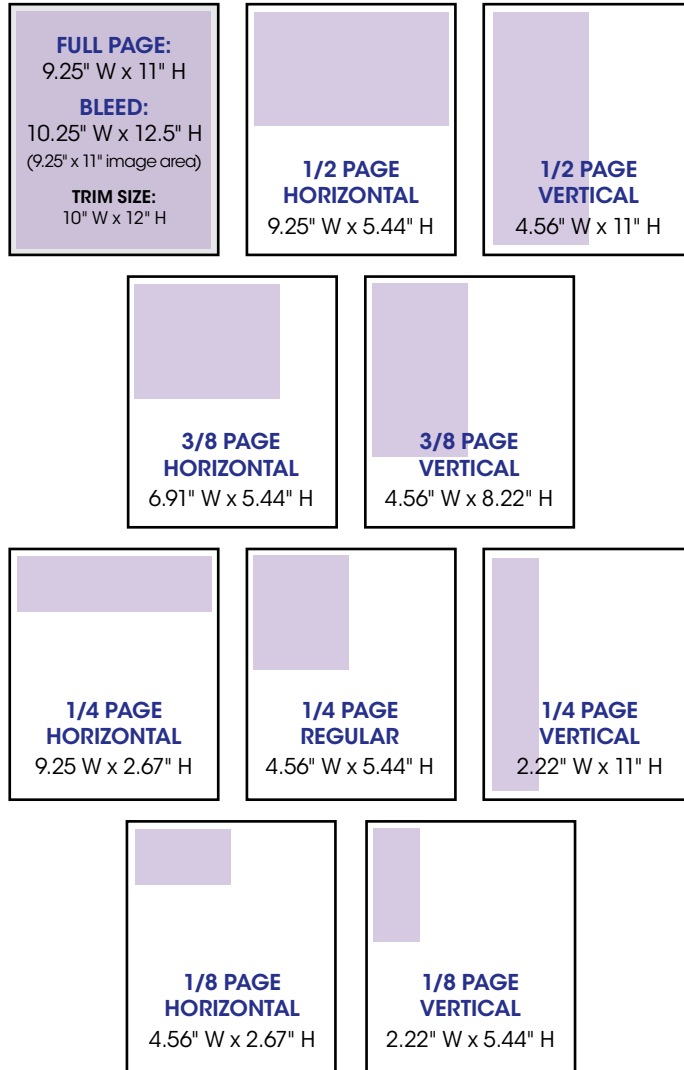


2012 Media Kit  
AD  
SPECIFICATIONS



Advertise!  
Call 919.852.5900  
or e-mail  
ads@carolinawoman.com

## Dimensions



## Camera-Ready Requirements

All ads must be submitted through e-mail or FTP in PDF format Acrobat version 4.0 or higher. Please call for FTP information.

Before converting to PDF format make sure:

- ALL IMAGES are 300 DPI
- Color images are CMYK or Grayscale
- All fonts are embedded, subset below 100%
- Go to [www.carolinawoman.com/media\\_kit.php](http://www.carolinawoman.com/media_kit.php) for details

PDF pre-press requirements:

- **No built black** (All black **MUST** be 0% C, 0% M, 0% Y, 100% K)
- **No RGB color**
- Color borders over 4 pt.
- Knockout or color type no smaller than 14 pt. (San-serif fonts register better than serif)
- No small 4-color logos or 4-color images under 1-inch wide
- Minimum 1 pt. border
- No crop or registration marks

Camera-ready ads must be designed in the latest graphics software, such as InDesign, Illustrator or Photoshop.

**Ads designed in Microsoft Word, Works, Publisher, Word Perfect, PowerPoint or PageMaker are not acceptable.**