*V*ELOCITY

KNOWLEDGE TO SPEED PAST THE COMPETITION

Velocity Ad specs:

- All graphic files built using CMYK (files submitted in RGB or using PMS colors will be converted to CMYK)

- File size must be the final trim size plus bleed. This means your files should be 0.25″ larger than the product size 8.5″x11″ (so, final size plus bleed would be 8.75″x11.25″). Please ensure your files are saved without any crop marks.

- Fonts/Text - If working out of vector-based software such as Illustrator, InDesign, or Freehand, all text must be converted to outlines before generating the final PDF file. If working out of Photoshop, simply flatten the image.

- We recommend that all images used are at least 300dpi.

- Do not place any critical images or text beyond the safety zone, which is at least 1/8″ from the final trim size, in order to avoid it getting cut off when the finished piece is trimmed.

- Accepted File Types:

  * .PSD

  * .EPS

  * .PDF (high resolution only)

  * .TIF

  * .JPEG