

G&L AD SPECIFICATIONS

PRINT

**G&L Printing: Web Offset • Cover Stock: 100lb.
Interior Stock: 80lb. • Perfect Bound**

Print Ad Requirements: Macintosh or PC format is required. Submit ad files in print ready form... pdf's, eps's or tif's. All supporting fonts and graphics should be embedded in 300 dpi (minimum) high resolution ad. Web printing does vary regarding color, which is why color resolution cannot be guaranteed.

Print Ad Specifications:

Production trim size	8 3/8 x 10 3/4
Double page w/bleed	17 x 11
Full page w/bleed	8 5/8 x 11
Full page w/o bleed	7 3/8 x 9 3/4
2/3 page vertical w/o bleed	4 7/8 x 9 3/4
2/3 page horizontal w/o bleed	7 3/8 x 6 1/2
1/2 page horizontal w/o bleed	7 3/8 x 4 7/8
1/2 page vertical w/o bleed	3 5/8 x 9 3/4
1/4 page vertical w/o bleed	3 5/8 x 4 7/8
1/4 page horizontal w/o bleed	4 7/8 x 3 5/8

Live Matter: Allow 3/8" for top, bottom and outside; 1/2" for gutter. All bleeds must extend 1/8" minimum beyond trimline on all four sides.

G&L Business Briefs and Cards: Both are created and submitted through the G&L website.

WEB

Banner Ad Specifications: Macintosh or PC format is required. Submit files as .gif (preferred) or .jpg. Create files either through Photoshop, Illustrator or software that allows you to save in .gif /.jpg format.

Color Requirements: Images are to be in RGB color format for display over the web. Resolution should be limited to 72 dpi for smooth monitor output.

Large Banner Requirements: For Display on Main Page.
Width: 540 pixels • Height: 50 pixels • Resolution: 72 dpi

Small Banner Requirements: For Display on Left of Main Page.
Width: 170 pixels • Height: 40 pixels • Resolution: 72 dpi

Important Note: If an unacceptable file format is uploaded, you will generally be given the opportunity to resubmit a file that meets our requirements. Due to deadlines, this is often not possible. Therefore, advertisers will be charged \$150 per hour, minimum of one hour, per placement for all ads or files not conforming to specifications. It is the responsibility of the advertiser to provide complete and error free ads.

Ad Submission: Ads are submitted through our ftp site only. Upon becoming a member of the G&L community, you will receive a login & password to access our ftp site to submit your ad.