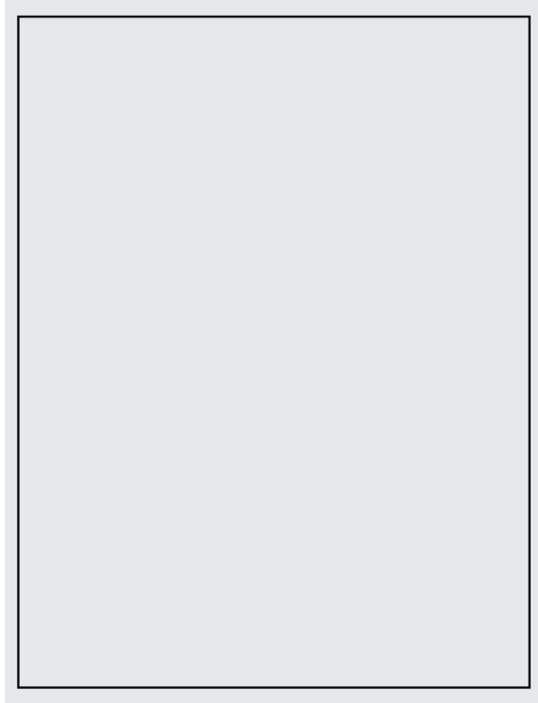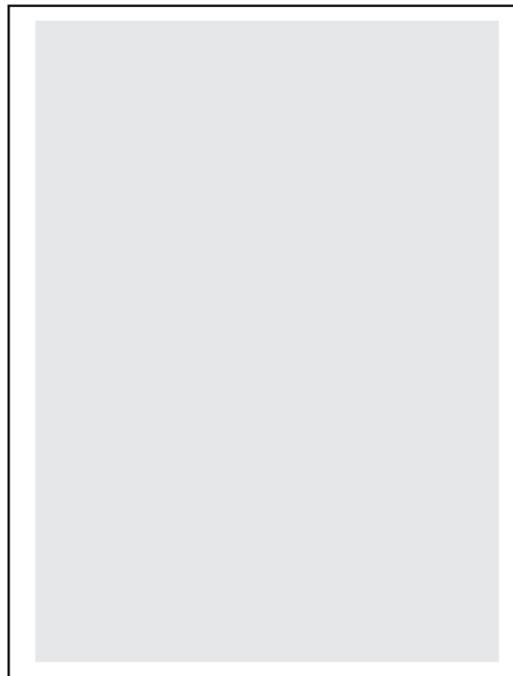**PHARMA NEWSLETTER**
Ad Specifications

Full Page Ad

- Full page ad with a trim size of **8.5" wide by 11" high**.
- Bleed area – add 1/8" to each side of the trim size, making the document 8.75" wide by 11.125" high. Extend all background colors and images that go to the edge to the bleed line.
- With bleed: Keep important content at least 1/4" to 1/2" away from the final trim edge. Without bleed: 1/2" top and bottom, 3/4" left, 1/2" right is a common setup.
- Resolution: 300 dpi.
- Ensure all images are flattened.
- Color mode: CMYK (convert all RGB or Pantone colors).
- Fonts: Embed all fonts or convert them to outlines.
- File name: Keep it short, without illegal characters.
- File should be a press-ready .pdf with 300 dpi resolution. Create the PDF using "Press Quality" settings from a professional layout program like Adobe InDesign or Adobe Illustrator.
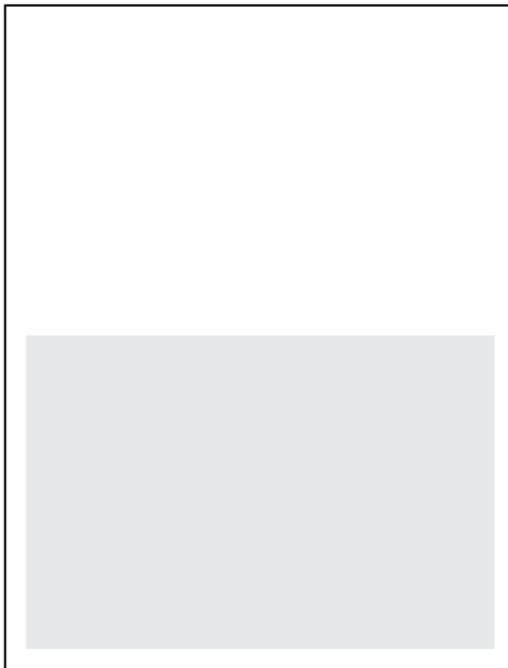- Do not nest .pdf files inside other .pdf files.

Full Bleed
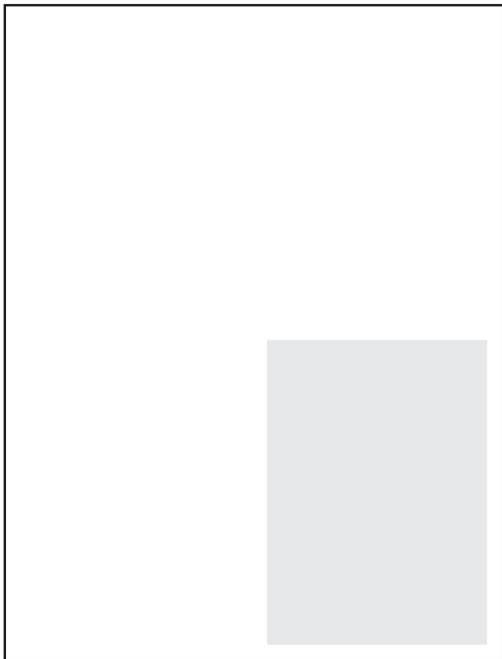8.75" x 11.125"

Full Non-Bleed
8.5" x 11"

Half-Page Ad

- Horizontal ½ page ad with a trim size of **7.75" wide by 4.75" high**.
- Resolution: 300 dpi.
- Ensure all images are flattened.
- Color mode: CMYK (convert all RGB or Pantone colors).
- Fonts: Embed all fonts or convert them to outlines.
- File name: Keep it short, without illegal characters.
- File should be a press-ready .pdf with 300 dpi resolution. Create the PDF using "Press Quality" settings from a professional layout program like Adobe InDesign or Adobe Illustrator.
- The ad should be submitted as a single page ad with no crop marks.
- All critical content should be a least 0.25 from the trim edge.
- Keep all important content at least 0.25 away from the edge of the trim size.
- Do not nest .pdf files inside other .pdf files.

Half -page
7.75" x 4.75"

Quarter-Page Ad

- ¼ page ad with a trim size of **3.25" wide by 5" high.**
- File should be a press-ready .pdf with 300 dpi resolution. Create the PDF using "Press Quality" settings from a professional layout program like Adobe InDesign or Adobe Illustrator.
- Resolution: 300 dpi.
- Ensure all images are flattened.
- Color mode: CMYK (convert all RGB or Pantone colors).
- Fonts: Embed all fonts or convert them to outlines. Do not use a font with less than 6pt for reverse type.
- Ensure all lines have a minimum thickness of 1/3 pt.
- Keep important content at least 1/4" away from the trim edge. Do not place critical elements in the bleed area.
- Do not nest .pdf files inside other .pdf files.

Quarter-page
3.25" x 5"