



## **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 size, a TIFF or an EPS is preferred to a JPEG format.

### **Font**

PostScript fonts are preferred, TrueType fonts can be problematic. We are not responsible for errors caused by TrueType fonts.

For print rates, contact:

**Rachael Solomon**, VP Sales & Marketing — 612.336.9284 or [Rachael@ICBAbanks.org](mailto:Rachael@ICBAbanks.org).

## **Color:**

Everything must be in CMYK format and color corrected. All other color formats (RGB, Pantone/PMS, etc.) 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**

#### **E-mail Submittal: (Preferred)**

Files 25MB or smaller may be sent to:  
[ICBAads@ICBAbanks.org](mailto:ICBAads@ICBAbanks.org)

#### **Ad Uploader Submittal:**

[www.mspaduploader.com](http://www.mspaduploader.com)

Username: mspads

Password: sonic

### **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.