

Independent Banker 2019 Print Ad Specifications

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.

Fonts

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

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

Email Submittal: Preferred

Files 25MB or smaller may be sent to:
ICBAads@ICBAbanks.org

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.

FOR PRINT RATES CONTACT:

Matt Kusilek

612.336.9284

matt@icbabanks.org

