

ORP

orshal road productions, llc

HOMES

OF WEST MICHIGAN

2019 SPECS for Designers

NOTE NEW PAGE SIZES FOR 2019

- Full page ad size is 9.5 w x 9.75 d
- Half page ad size is 9.5 w x 4.75 d
- We do not use bleeds
- No spot colors
- Use CMYK process colors
- No rich blacks - process black only
- Clarity of Pantone process color GREYS will not be guaranteed - use a percentage of K BLACK for accurate registration
- CMYK Color Images at 300 DPI
- Black and White images as Greyscale at 300 DPI
- The quality of reversed type under 8 PT is not guaranteed - try to use a bold san-serif font

file formats & procedure

- Hi-res PDF files preferred without crop or registration marks. Export as: [PDF/X-1a;2001]
- Convert any unusual or artsy fonts to outlines
- Convert spot colors to process, mindful of greys as a % of K black
- EPS, PSD, and Illustrator files with the color and font process executed as described above are also acceptable

email print ready files to:

mark@orshalrdproductions.com

Find more information and ORP publications online at:

www.orshalrdproductions.com