

# Red Angus Calving Book

## Design Specifications

### Back Cover or Inside Front Cover Ad Space

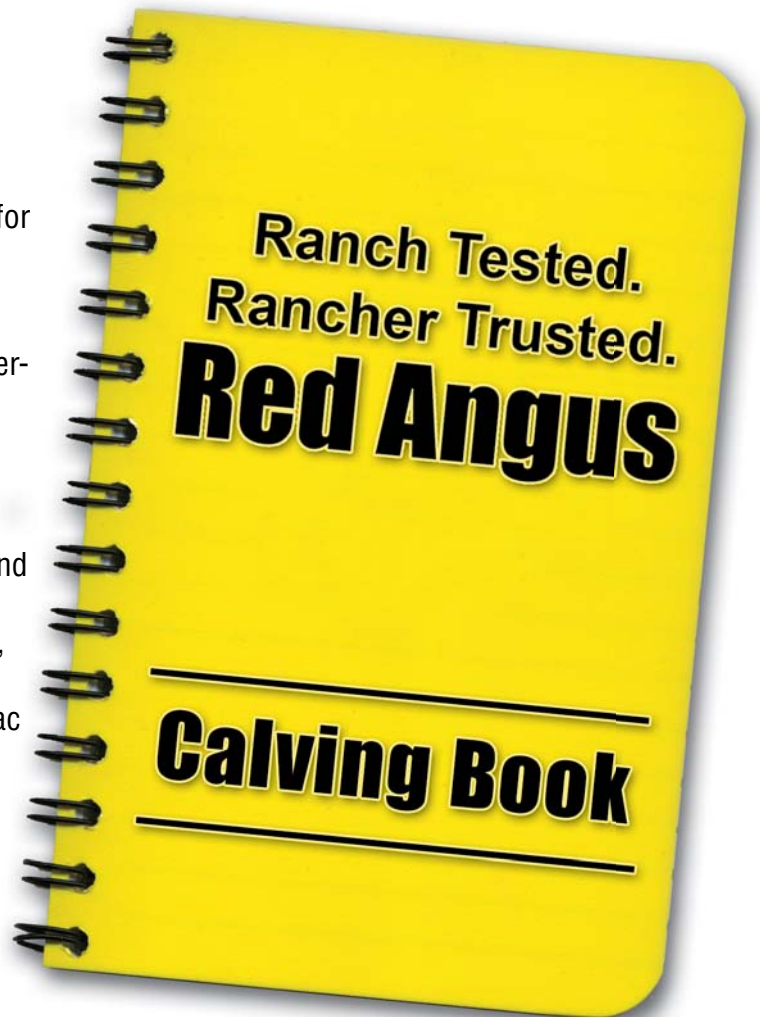
- Trim Size:** 3.25" x 5"
- Image Area:** 2.625" x 4.25"
- Bleed:** Not Available
- Artwork:** 100% black, no grayscale or photos
- Color:** Not Available
- Stock:** Yellow Field Flax in color on a weatherproof, vinyl product (white areas of artwork will show through as the yellow cover material – only the black image areas will print.)
- Bindery:** Smooth spiral
- Resolution:** Minimum of 300 dpi or 150 line screen
- File Format:** Press-optimized PDF (artwork and fonts embedded) is preferred; or eps, jpg, tif, PhotoShop CS6 file, Illustrator CS6 file or InDesign CS6 file (include artwork and Mac fonts). Earlier versions of PhotoShop, Illustrator or InDesign also accepted. No Publisher or Word documents, please.

### Inside Page Ad Space

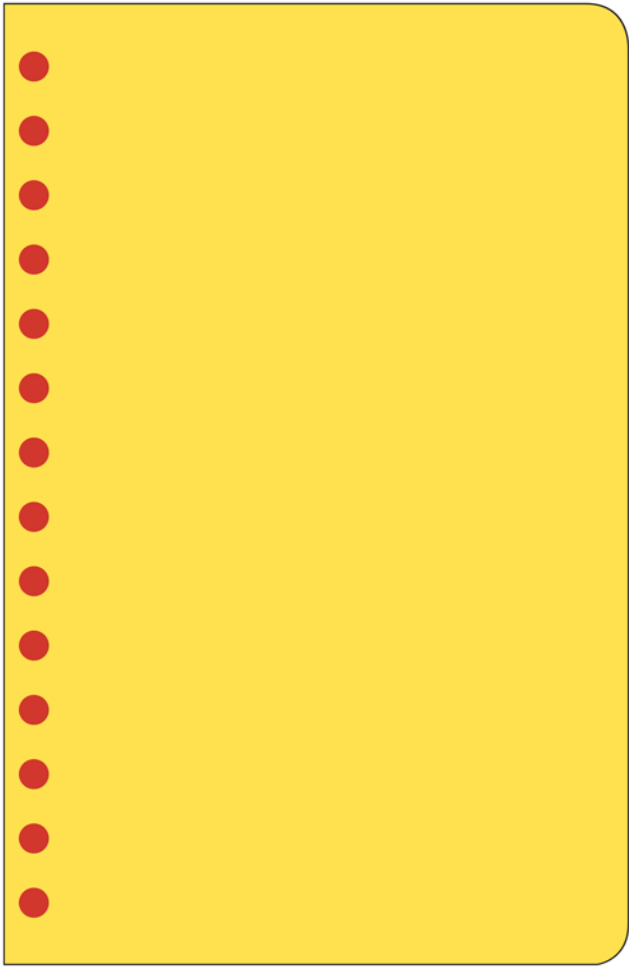
- Trim Size:** 3.25" x 5"
- Image Area:** 2.625" x 4.25"
- Bleed:** Not Available
- Artwork:** Grayscale and photos accepted for these pages
- Color:** Not Available
- Stock:** Bright white in color on a weather-proof paper
- Bindery:** Smooth spiral
- Resolution:** 300 dpi or 150 line screen
- File Format:** Press-optimized PDF (artwork and fonts embedded) is preferred; or eps, jpg, tif, PhotoShop CS6 file, Illustrator CS6 file or InDesign CS6 file (include artwork and Mac fonts). No Publisher or Word documents, please.

### Email final ad file to:

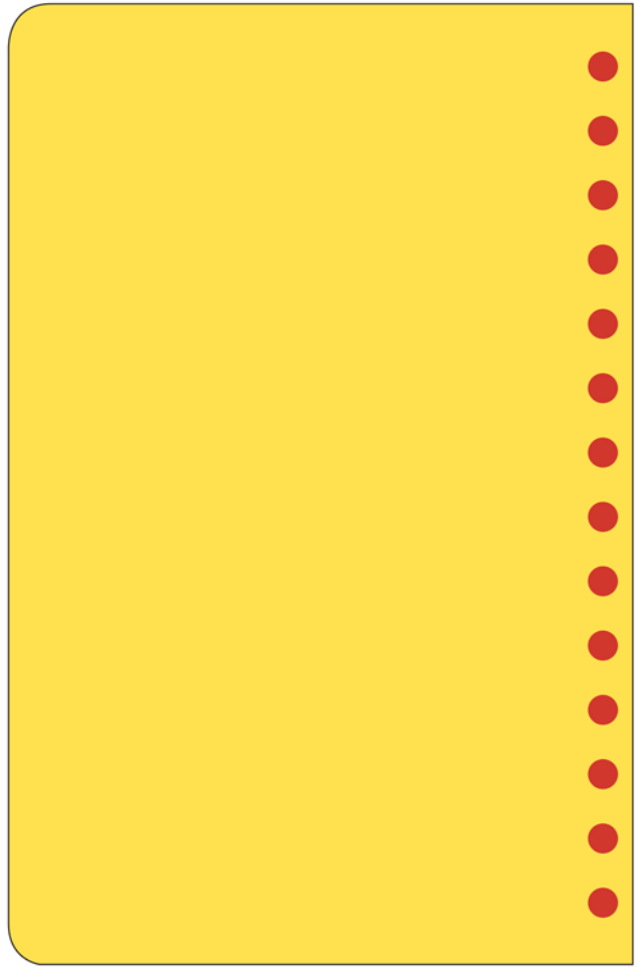
**Chessie Mitchell**  
RAAA Tag Program Coordinator  
chessie@redangus.org



FRONT:Outside



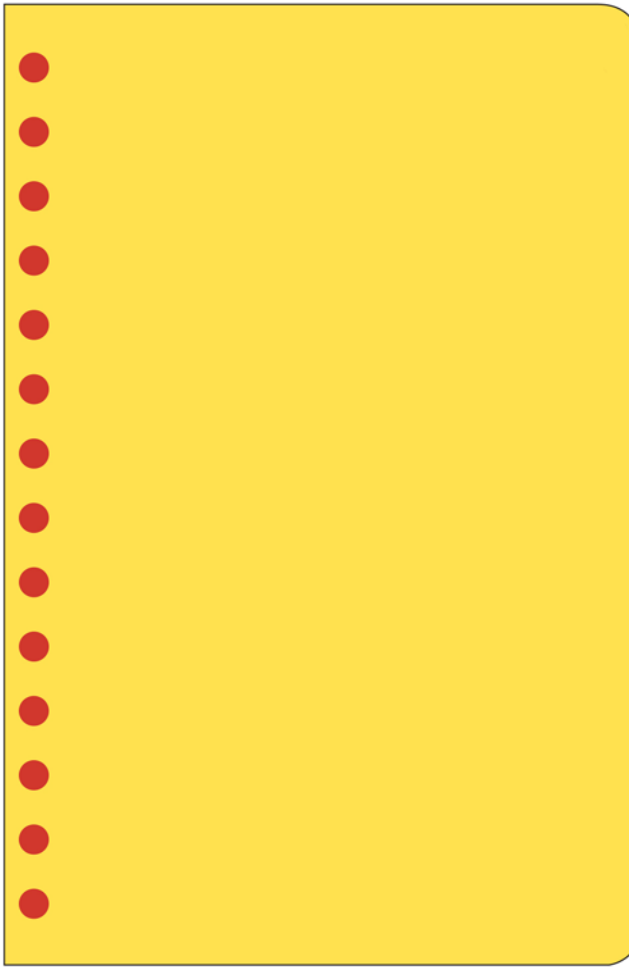
3.25" x 5" Front Cover



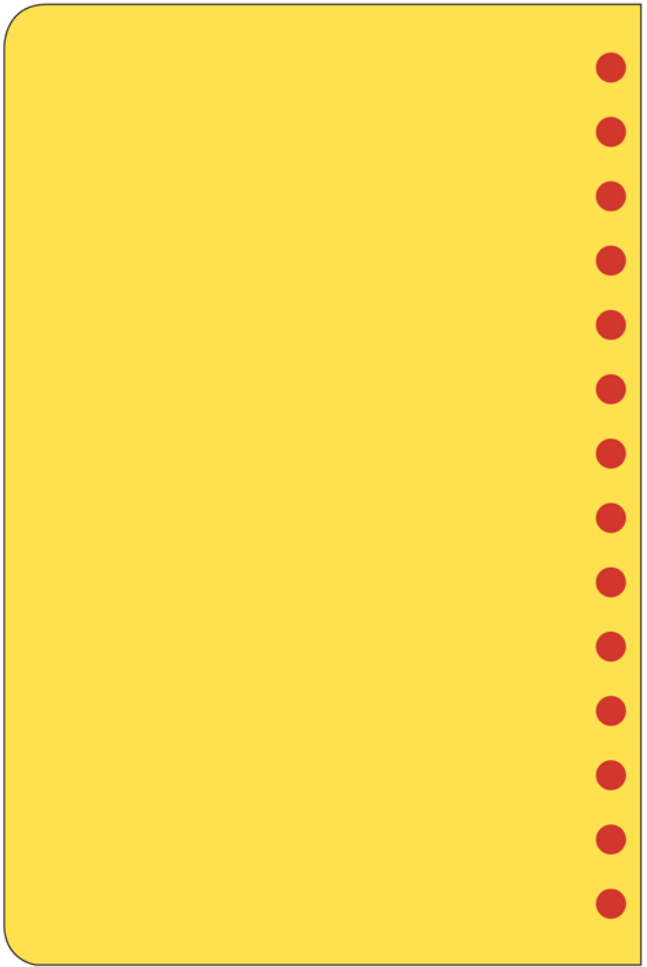
FRONT:Inside

Yellow Polydura 19

BACK:Inside



3.3125" x 5" Front Cover



BACK:Outside