



Questions: support@swfinstitute.org

Please direct all creatives to support@swfinstitute.org

PRINT AD SPECIFICATIONS

Please follow SWOP Standards and Specifications for advertising reproduction material and magazine web offset printing unless otherwise specified

Please supply a black and white or color proof. When emailing files include ALL pictures, graphics, fonts (printer and screen) as well as the created document. For black ink colors, the recommended spec is 100% black. Fonts and high resolution images must be embedded.

The final PDF file should be sent to us as a high resolution PDF-X1A (exported directly from InDesign or Quark application using PDF/X or High Quality Press setting) with crop marks.

Ink: 4 Color Process
Cover Stock: 18" 80# Gloss Cover
Text Stock: 35" 60# #3 Gloss
Trim Size: 8.3750 x 10.8750
Bindery: Perfect Binding