

**AD SPECS**  
**COUPON CONNEXION and PRICE CONNEXION**

**AD SIZES:**

- Full page: 6.875" w × 9.375" h
- Full page\_front cover: Price Connexion – 6.875" w × 8.62" h  
Coupon Connexion – 6.875" w × 8.878" h
- Full page\_back cover: 6.875" w × 9.109" h
- ½ page horizontal: 6.875" w × 4.625" h
- ¼ page (*Price Connexion* only): 3.4" w × 4.625" h
- 2-page perfect spread: 14.25" w × 9.375" h

**FILE FORMAT REQUIREMENTS:**

- Please include PDF **and** NATIVE (original layered) art files
- PDFs 1.4 to 1.6 are acceptable – see PDF creation guide on page 2 for settings
  - Adobe Indesign, Illustrator, and/or Photoshop CS4 or earlier

- NOTES:
- 4-color process (CMYK)
  - No bleed
  - Convert all Spot/Pantone colors to process (CMYK) before creating PDF file
  - Make sure all links and fonts are packaged with job including embedded images
  - Resolution is 300 dpi
  - Flex coupon layout
  - Barcodes must be 100% black

**FTP FILE TRANSFER:**

Using Fetch (<http://fetchsoftworks.com>), FileZilla (<http://filezilla-project.org>) or similar FTP program go to:  
hostname: olsoncreativdesign.com  
username: ocftp  
connect using: ftp  
password: gr8phics

Place your files in the "Incoming" folder. Please email confirmation of posting and include the **file name, publication,** and **issue date** to Karen Olson at: [ko@olsoncreative.com](mailto:ko@olsoncreative.com)

**MAILING ADDRESS:**

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**DIRECT PHONE:**

631-271-5214

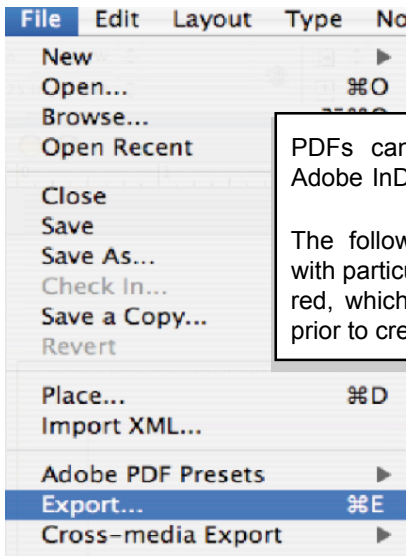
**FAX:**

631-271-5264

# PDF Creation Guide

Application: **Adobe InDesign (CS)**

Process: **InDesign Exporting (PDF/X - 3:2002) (1.4)**



PDFs can be exported from Adobe InDesign / Illustrator.

The following are the settings with particular choices circled in red, which must be addressed prior to creating the PDF.

