

Pelican Productions

Advertising & Design Specifications

Advertisers may provide their own “ready-to-place” digital files prepared to Pelican Productions specifications, described below, at no charge or Pelican Productions can provide ad design and production at an additional fee. Ad design fees are charged at a rate of \$50 per hour (minimum charge of \$25). Additional services also billed at the hourly rate include: copy writing, art search and collection, photography and alterations to existing art, photos or logos.

Providing A Finished Ad

Finished ads may be submitted to Pelican Productions in TIFF or PDF format with files flattened and all fonts embedded. The document (canvas) size must be the same as the ad size (with the exception of bleed ads). Files and all embedded graphics should be prepared in CMYK color mode at 300 dpi/ppi at image size. PDF files should be created at Maximum Quality without crop/printer’s marks. Submitted ad files that are not properly prepared may require color correction or additional preparation for print that may incur additional charges. MS Word, Publisher, Print Shop and similar files cannot be accepted as final ad formats.

Submit print ready ads to: pelicanart@gmail.com

Bleed Ad Preparation: Full page bleed ads should be created with an additional 1/8” trim allowance on all four sides for a (canvas) dimension of 8.625” wide x 11.125” high. Final trim size for our publications: 8.375” wide x 10.875” high. Bleeds on other ad sizes may be available, call for specifications.

Providing Components for Your Ad

When submitting photos or graphics to be used in your ad, we recommend flattened Photoshop TIFF files, but high-quality JPEG/JPG files are also acceptable. All artwork should be CMYK color mode, BITMAP or grayscale and 300 dpi at actual size of usage. All fonts should be converted to outlines. *Submit ad components to: pelicanart@gmail.com*

Ad Dimensions

	Width x Height (in inches)
Strip	2.375 x 1.09375
Small Box	2.375 x 2.375
Sixth Tall	2.375 x 4.875
Sixth Wide	5 x 2.375
Quarter Wide	7.625 x 2.375
Third Tall	2.375 x 10
Third Box	5 x 4.875
Half Wide	7.625 x 4.875
Half Box	5 x 7.4375
Two-Thirds	5 x 10
Full Page (Bleed)	8.375 x 10.875 (see above for Bleed Ad Preparation)

For more information: (503) 717-1122 or (888) 609-6051 • pelicanart@gmail.com