

“I’ve found Milestones to be a wonderful way to reach the growing senior population in Philadelphia.

More often than not, our new members hear about Ralston Center, through **Milestones.**”

- *Melanie Toner, Program Director,  
Ralston Center*

## Ad Specifications

**Milestones**  
News and Possibilities for Seniors

**DEADLINES:** Space reservations are due by the 1st of the month preceding cover date. Advertising materials are due by the 5th of the month preceding cover date.

### D I G I T A L

- 300 ppi (150 linescreen)
- No bleeds
- Color ads should be CMYK
- Spot color should be called “spot”
- B/W ads should be only black (no CMYK blacks)
- No extra colors in document

### F I L E T Y P E

**Preferred files:**

- **PDF or TIF** using 300 ppi (150 linescreen)

**Other acceptable files:**

- **EPS** (If EPS file is saved in Adobe Illustrator, be sure to convert the fonts to outlines.)
- **QuarkXPress or InDesign**
  - Include all fonts in folder (printer and screen)
  - No extra fonts used in document
  - Do not force timesteps (i.e. italic, bold)
  - Include all art in folder
  - TIFFS must have background color
  - Art at 300 ppi (150 linescreen)
  - All art is imported at 100%
  - TIFFS are cropped closely in Photoshop
  - No 3rd party extensions in QuarkXPress

**Microsoft Publisher** and **Microsoft Word** documents cannot be accepted.

### S I Z E S

- Full Page Vertical 10.125" x 11.25"
- 1/2 Page Island 7.625" x 8.25"
- 1/2 Page Vertical 5" x 11.625"
- 1/2 Page Horizontal 10.125" x 5.5"
- 1/4 Page 5" x 5.5"
- 1/8 Page Horizontal 5" x 2.75"
- 1/8 Page Vertical 2.375" x 5.5"

**Ads that do not follow the specifications will not be accepted.**

**You can upload your ad material at:**

[www.hollistercreative.com/upload/](http://www.hollistercreative.com/upload/)

**For ad production information, contact Hollister Creative, toll-free 866-520-0115.**