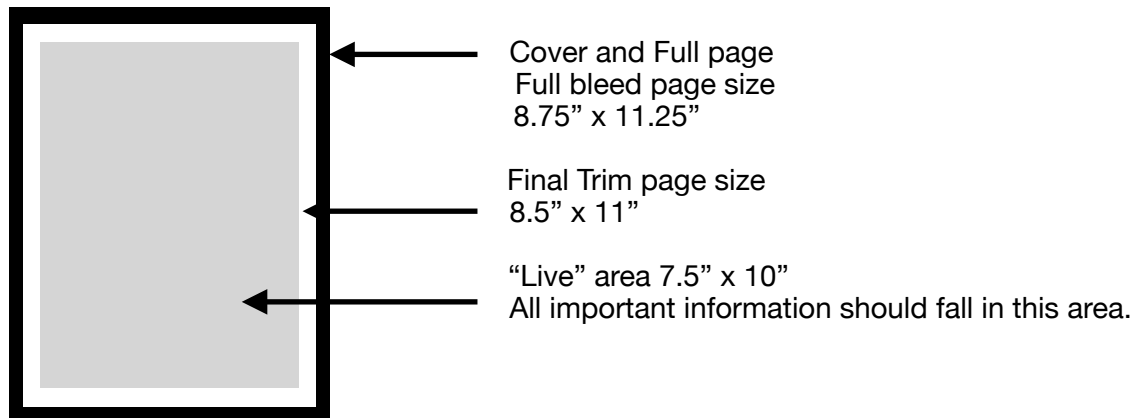


# chi chatter

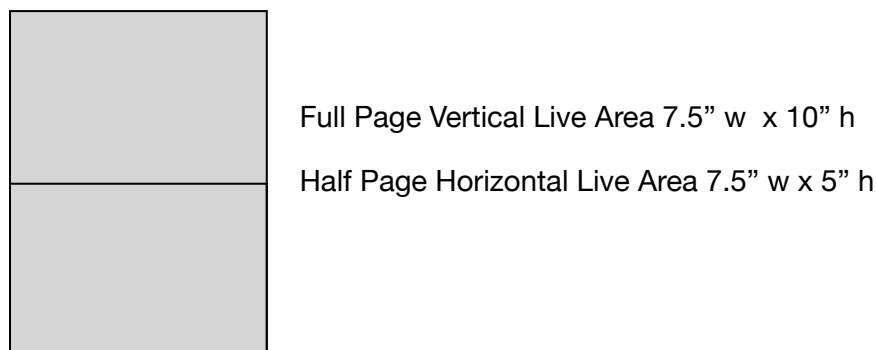
An Official Publication of the Chihuahua Club of America

## Ad Design Specifications:



- All Ad contents should be 300 dpi resolution.
- Final page size is 8.5 x 11 inches, represented by the white area shown in the diagram above.
- Full bleed pages should be 8.75 x 11.25 inches, represented by the black area shown in the diagram.
- The "Live" area is 7.5 x 10 inches, represented by the gray area shown in the diagram. Any text or important image items (dogs, feet, nose, ears, etc.) should be within this Live area. Items outside this area run the risk of being cut off in the production process.

## Ad Sizes:



## Digital File Requirements

To ensure good print reproduction please submit images with these specifications.

**Color:** Images or art no less than 300 dpi at full size of ad or image.

File Format: .tif, .png, hi-res (press quality) .pdf, or PDF/x-1a

**Black & White:** Grayscale images/photos no less than 300 dpi at full size. Flat Black line art or logos at 1200 dpi at full size.

File Format: .tif, .png, hi-req (press quality) .pdf, or PDF/x-1a