

# you create the ad guidelines

## Do

- Edit and save your file in **CMYK**
- All graphics must be **300dpi at 100% final size**.
- **Outline your text** before saving (select all the layers, click "type" in the menu, select "create outlines").
- **Save your ad file as PDF/x-1a**
- **Clippable coupons:** Make sure coupon offer is on right half side (as shown below) so that customers will not clip two coupons at once.
- **Expiration Date:** Check with RBP, all coupons have the same expiration date. Except for seasonal offers. **You must specify RBP coupon near expiration date so the coupon is trackable.**
- Overprint blacks of 100%.
- **Our rich black build is:** 60 Cyan, 40 Magenta, 100 Black. For large black areas only.

## Do Not

- Use RGB or spot colors
- Add additional bleed or print/crop marks to your files. Just save your file to the sizes in red below.
- Use type smaller than 6 pt on white, 7.25 on dark
- Save as a multiple page PDF - each ad needs to be saved individually.
- Use crop marks

## Not needed on your ad

- We distribute in central oregon so you don't need to put Oregon or your zip code on your ad
- Keep your copy light - the busier your ad the less folks want to read it.

Email final ad to: [elissa@elissadavisdesign.com](mailto:elissa@elissadavisdesign.com)

<p><b>FULL PAGE</b></p> <p><b>Bleed:</b> <b>6.25 x 10.25</b></p> <p>Extend your background to fill the full 'bleed area' - it'll make sure you don't end up with white edges when our magazine is trimmed.</p> <ul style="list-style-type: none"><li>• no crop marks</li><li>• provide your artwork at this size with the trim and safe area kept in mind.</li></ul> <p><b>Trim:</b> <b>6 x 10</b></p> <p>This is the cut edge for our magazine.</p> <p><b>Safe Area:</b> <b>5.75 x 9.75</b></p> <p>Keep all the important bits of your design - text, logo, icons - inside this area. (not your background - that still needs to run to the edges of the bleed.)</p>	<p><b>Coupon area</b> <b>2.75 x 9.5</b></p> <p>Make sure coupon offer is within the right half side of ad so that customers will not clip two coupons at once.</p>
<p><b>ONE THIRD SIZE</b></p> <p><b>5.5 x 3</b></p>	<p><b>Coupon area</b> <b>2.75 x 3</b></p> <p>Make sure coupon offer is within the right half side of ad so that customers will not clip two coupons at once.</p>
<p><b>TWO THIRD SIZE</b></p> <p><b>5.5 x 6.125</b></p>	<p><b>Coupon area</b> <b>2.75 x 6.125</b></p> <p>Make sure coupon offer is within the right half side of ad so that customers will not clip two coupons at once.</p>



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