

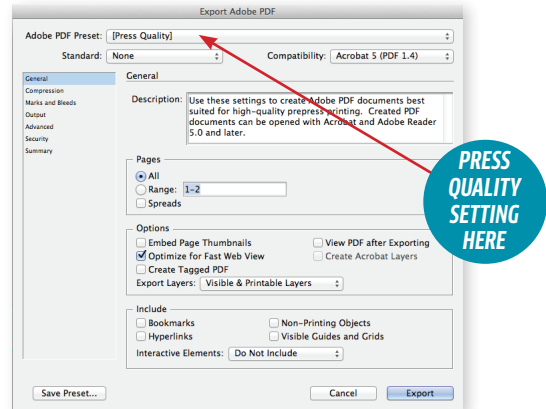
# 5 COMMON ERRORS EXPLAINED

*Baltimore* magazine is dedicated to ensuring your ad prints to your satisfaction.

Please help us by reading the following information.

## 1 EXPORTING YOUR AD CORRECTLY CAN HELP RESOLVE MOST COMMON ERRORS

We prefer a PDF created from InDesign, to properly export a file for a print ready PDF please follow these steps. Use the Press Quality setting, this will fix resolution problems that can happen from using the wrong flattening settings, it will also convert color to CMYK.



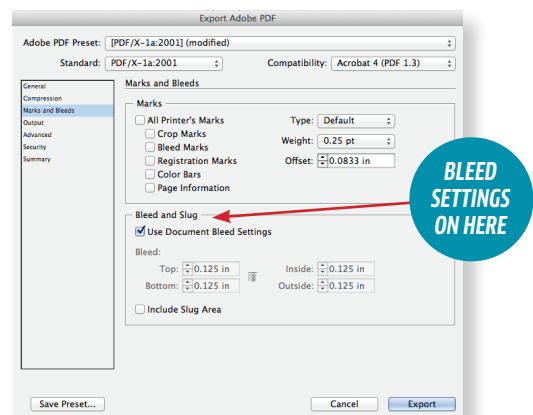
## 2 BLEED SETTING AND TEXT SAFETY

Applies only to full pages and spreads only. Please, don't forget to export with the bleed setting on!

### TEXT SAFETY

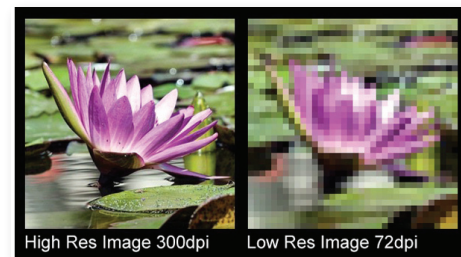
5/16" (.3125") inside of trim

Please see page 2 of this PDF for a visual explanation



## 3 IMAGE RESOLUTION

All images should be 300 DPI. Do not enlarge 300 DPI images more than 100% as this will result in a low resolution image. *Baltimore* magazine will print low resolution under client approval understanding the image may not print clear and crisp. See example of high res vs. low res ----->



## 4 COLOR

*Baltimore* magazine prints in 4 color process known as **CMYK**. **C**yan, **M**agenta, **Y**ellow, (**K**) Black. Please convert RGB and spot colors to CMYK before creating and sending a PDF.

## 5 AD SIZE

Please refer to our website for correct dimensions of your print ad.

# Baltimore

BALTIMOREMAGAZINE.NET

FULL PAGE WITH BLEED  
AD DIMENSIONS

TRIM SIZE  
8 in. x 10.5 in.

TEXT SAFETY AREA  
7.5 in. x 10 in.

**KEEP ALL TEXT WITHIN THE TRIM AREA AND ANY IMAGES THAT YOU DO NOT WANT TO BLEED OFF (EXAMPLE LOGOS)**

ENTIRE DOCUMENT SIZE WITH BLEED  
8.25 in. x 10.75 in.

(extend your ad's background image to this area but not important images or text)

ENTIRE DOCUMENT SIZE WITH BLEED  
8.25 in. x 10.75 in.

(extend your ad's background image to this area but not important images or text)

FULL PAGE AD WITH NO BLEED WILL HAVE WHITE ALL AROUND THE AD  
7 in. x 9.625 in.

MAKE SURE ALL IMAGES ARE AT A RESOLUTION OF 300 DPI AND ARE CMYK COLOR