



# Law Enforcement Charitable Foundation, Inc.

## LECF Mechanical Specifications:

1/4 Page ad: 3.5625" x 4.9195"

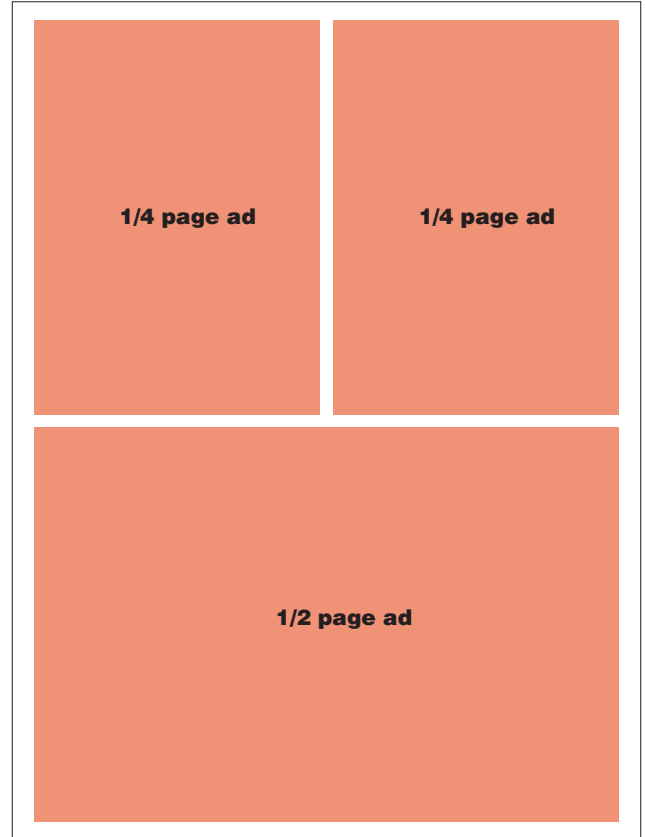
1/2 Page ad: 7.2917" x 4.9195"

Full Page – With Border 7.25" x 10"

Full Page – Trim Size 8.125" 10.75"

Full Page – With Bleed 8.375" 11"

LECF Rate:	1 color	4 color
1/4 Page ad:	\$1,500	\$2,000
1/2 Page ad:	\$2,000	\$2,500
Full Page ad:	N/A	\$5,000



**Platform** – Macintosh files preferred but we can work with you to convert PC files.

**Ad size** – Full page bleed ads: build to full bleed size & keep a minimum of .5 inches from edge. Bleeds should be an additional 1/8" Trim Size on all sides. Color proof or tear sheet suggested for color ads.

**NOTE:** Bleed ads not available for 1/2, 1/4, or 1/8 page ads.

**File Formats/programs** – InDesign version CS 1.0 or higher preferred. Create a package that includes fonts and images used to create the ad. If you are not working in InDesign, please call Joe Kelly to discuss options. (920-225-5646) *Any Quark files received (up to Version 5.0) will be converted to InDesign files.*

**Images** – CMYK or B/W formats only for raster images. NO RGB, JPG, LAB or INDEX color images. No JPG compression in EPS images or alpha

channels. Tiff and PSD file formats are accepted if created in Photoshop version CS 1.0 or Higher. Vector images must be created in, or able to open, in Illustrator. High-res images should not exceed 300 dpi at 100% of document print size. No PDF files. Call with questions.

**Color** – CMYK for Four (4) Color ads. RGB colors must be converted to CMYK. Pantone colors must be process — no spot colors. NO RGB, LAB or Index color elements. SWOP Standards apply.

**Ad / Electronic Transmission** – CD-ROM, or upload to DropBox and send a link. Color proof recommended for 4-color ads. Disks returned upon request only. For compressed files (.sit or .zip) under 5 MB email to jkelly@LECF-Inc.org. Please contact us for FTP server information for larger files. Call with Questions.