SAN DIEGO
FAMiLY
MAGAZINE

1475 6th Ave. 5th Floor • San Diego CA 92101 • (619) 685-6970

Electronic File Requirements

Submit ads by:	E-mail
	CD
	Hard Copy to be scanned

Formats:	**PDF** (preferred)
	EPS
	TIF
	JPEG
	Native File with fonts and linked graphics

Acceptable Applications for Native Files:	InDesign CS through CS3
	Photoshop CS through CS3
	Illustrator CS through CS3

All media must include:

- Fonts must be included with native files or embedded in file unless saved as outlines
- Color ads must be created in CMYK color format. Photos are OK in RGB (be aware that color will shift).
- DO NOT make Black and White ads in RGB color format. Use **Grayscale** please!
- Image resolution is **200 ppi** for inside newsprint ads and **300 ppi** for cover ads on coated paper
- **A proof must accompany your file** (pdf, jpg, fax or hard copy, and color if your ad is color.) Include advertisers company name, contact person and phone number.
- **PDF files must have embedded fonts and 200 ppi resolution. 300 ppi for cover ads.** (magazine is printed at 133 lpi uncoated paper and 175 lpi coated paper)

Ads may be e-mailed to:
rik@sandiegofamily.com
Please include the advertisers company name in the subject line of the e-mail.

We DO NOT ACCEPT files created in Microsoft applications, Corel Draw, or any other applications not listed above.