

DIGITAL REQUIREMENTS FOR **PRINT ADS**
HARAS CUP DESIGN DEPARTMENT

MEDIA & FILE FORMATS

FILE FORMAT: PDF-X 1/A

PDF files must contain only 4-color process images (CMYK). Haras Cup is not responsible for PDF files prepared incorrectly.

IMAGE REQUIREMENTS:

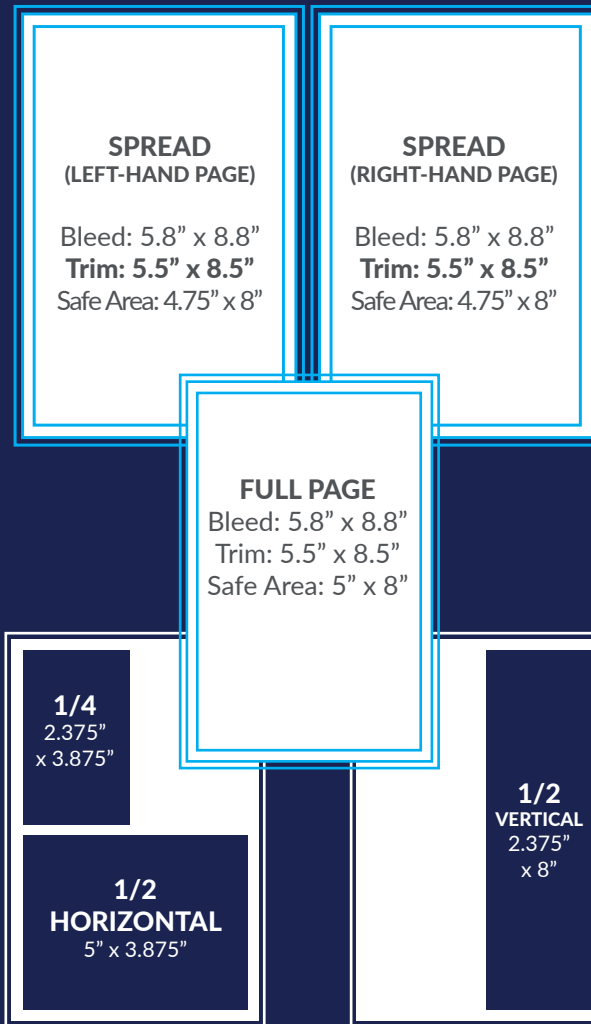
All images provided for ads should be final, color corrected, high resolution (300dpi) CMYK files. TIF or EPS file type recommended. High-Resolution images should not be scaled more than 115% to maintain image quality. The font should be in curves.

PRODUCTION REMINDERS

File Format: PDF-X 1/a

Additional Production Charges for the Advertiser may result if the below guidelines are not followed.

- All spread ads should be prepared as two individual bleed pages. (See full page bleed dimensions)
- Do NOT send JPEG or GIF files. Do NOT send files in RGB.
- All spot colors should be converted to CMYK.
- All ads created in any unacceptable format will not be accepted and will need to be resubmitted or recreated.
- All ads submitted should be suitable to print as is. Haras Cup is not responsible for any errors in content, or color shifts on press if no approved color proof has been supplied.
- If files are prepared improperly and mechanical requirements are not met, Haras Cup will not guarantee the reproduction of the ad.



AD SIZE	BLEED	TRIM	SAVE AREA
SPREAD (LEFT PAGE)	5.8x8.8"	5.5x8.5"	4.75x8"
SPREAD (RIGHT PAGE)	5.8x8.8"	5.5x8.5"	4.75x8"
FULL PAGE	5.8x8.8"	5.5x8.5"	5x8"
SPREAD ADS MUST BE SUBMITTED AS A 2-PAGE PDF, with page one as the left-hand and page two as the right-hand page. SPREAD GUTTER ALLOWANCE: No type should appear within a .25" gutter area on either side of the center of a spread.			
1/4 PAGE	2.375x3.875"		
1/2 HORIZONTAL	5x3.875"		
1/2 VERTICAL	2.375x8"		

FORMATS FOR MEDIA

DIGITAL FORMATS PREFERRED: JPG OR PNG

All files should be in RGB color process. Haras Cup is not responsible for PNG files prepared incorrectly. Image submitted is final will be published AS IS

SINGLE IMAGE INSTAGRAM AND FACEBOOK AD SPECS:

Caption: up to 125 characters
Media type: image
Recommended image size: 1080 x 1080 pixels or 1200 x 628 pixels (the typical Facebook ad image size)
Image format: .jpg or .png
Max. file size: 30 MB

INSTAGRAM STORIES IMAGE AD SPECS:

Caption: not currently available. Any text must be part of the image file
Format: Full screen vertical ad (9:16)
Recommended Resolution: 1080 x 1920
Minimum Resolution: 600 x 1067
File types: .jpg or .png
Max. image size: 30MB
Photo content: visible for 5 seconds

VIDEO AD SPECS:

MOV or .MP4 files are ideal
Aspect ratio: 16:9
Resolution: at least 720p
File size: 2.3 GB max
Facebook length: 120 minutes max
Instagram length: 60 seconds max
Livestream length: 30 seconds mx
Thumbnail image size: 1,200 x 675 pixels
Thumbnail image ratio: Should match the aspect ratio of your video
Caption length text: Text only, max 2,200 characters

DIGITAL REQUIREMENTS FOR **MEDIA ADS**
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WEB PAGE LOGO

Minimum Resolution: 320x240px to 72 dpi
Image format: .jpg or .png
Max. file size: 30 MB



WEB PAGE BANNER SIDEBAR

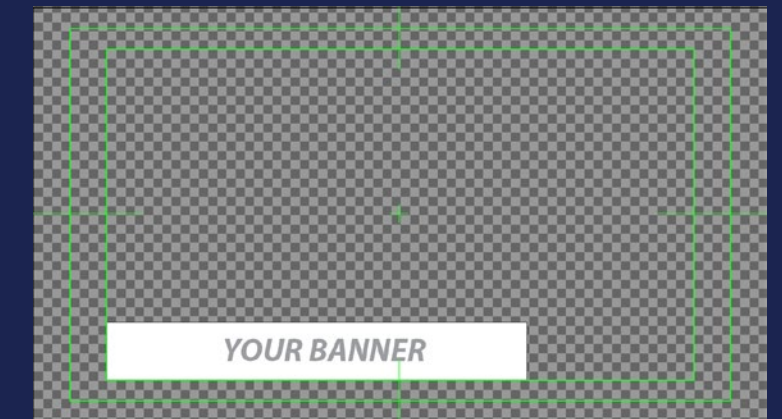
Minimum Resolution: 300x250px to 72 dpi
Image format: .jpg or .png
Max. file size: 30 MB

WEB PAGE BANNER TOP BAR

Minimum Resolution: 720x90px to 72 dpi
Image format: .jpg or .png
Max. file size: 30 MB

LIVESTREAM BANNER

Minimum Resolution: 1100x150px to 72 dpi
Image format: .jpg or .png
Max. file size: 30 MB



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All media files must be emailed to graphicdesign@harasdc.us no later than **September 14th, 2018**