

## Advertisements: specifications for submitting

Please send your materials via WeTransfer to [info@cattleconnection.com](mailto:info@cattleconnection.com)

### Camera Ready Artwork

#### PDF files (High resolution)

A pdf file made for the Cattle Connection will contain only two colors, black and magenta\*, and have all fonts embedded.

#### Also accepted:

- Submitting in **InDesign CC**, including all illustrations and fonts used.
- Adobe **Photoshop** and **Illustrator** files.

#### \* Color

The Cattle Connection files are prepared with black and magenta as a second color. (The publication prints in red ink, but pre-press work needs to use magenta as the second color.) Any spot or PMS color need to be removed or converted to either black or magenta.

### Layout by our design team

Cattle Connection has its own design team; they can design your advertisement in accordance with your specifications and requirements. (This service is included in the ad prices.) You might consider sending a sketch or sample via email.

#### Tips for submitting text and pictures

- Submitting text in Microsoft word or in the email message, unmade (no tabs or frames)
  - Pictures: high resolution – saved as .jpg, .eps, .psd, or .tif.
  - Logo's preferably formatted as vector file in Adobe Illustrator, or saved as .jpg, .eps, .psd, or .tif, in high resolution.
  - Send photos and texts directly to [info@cattleconnection.com](mailto:info@cattleconnection.com) (provided the e-mail is smaller than 10 mb).
- For large files, please use WeTransfer.

## Sizes

### Specifications (Width x Height)

