

## Size Specifications

Ad deadline June 5, 2011

### Full page ad

trim size: 5.375in x 8.25in

live area: 4.875in x 7.75in

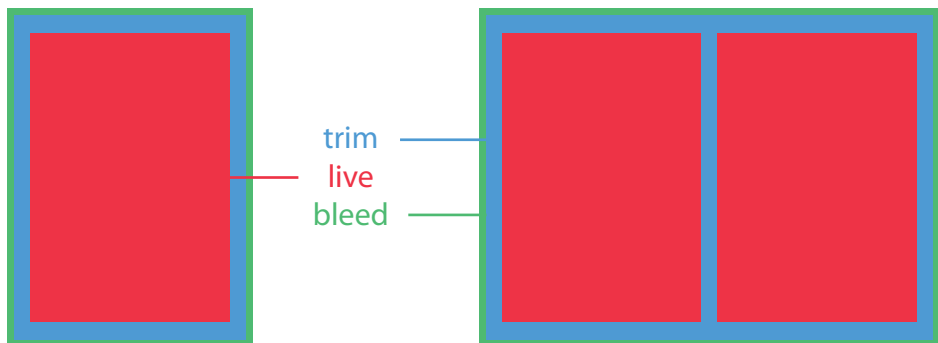
bleed: 5.875in x 8.75in

### 2 page ad (spread)

trim size: 10.75in x 8.25in

live area: 10.25in x 7.75in

bleed: 11.25in x 8.75in



## General Specifications\*

- Print Quality PDF Preferred (fonts outlined, 300dpi, CMYK)
- Include all fonts (screen and printer)
- DO NOT SEND Quark, Pagemaker, Publisher, Word or Indesign files

## Delivery

- **MAIL FILES** on a CD, DVD, or flash stick to:  
Professional Beauty Association  
C/O Marketing Department  
15825 N. 71st St., Suite 100  
Scottsdale, AZ 85254 USA
- **UPLOAD FILES** to our ftp site:  
hostname: pbadev.com  
username: upload  
password: 123456
- **EMAIL FILES** (if the file is over 5mb you can upload it to yousendit.com and email the link to us):  
marissa@probeauty.org and toni@probeauty.org

**SHOW  
MANAGEMENT  
RESERVES  
THE RIGHT TO  
REFUSE OR  
WITHDRAW ANY  
ADVERTISEMENT  
DEEMED  
INAPPROPRIATE**

## Questions

Call 800.468.3443 or email  
toni@probeauty.org

\*NOTE: If your ad does not meet these specifications, you will be charged a minimum \$100 fee for changes or alterations required to bring the material into accordance with these specifications.