

The sizes and mechanical requirements for the programs of the Cultural District organizations are as follows:

Ad Size	Inches (W x L)
Trim	6 x 9
(Final size of program books)	( 5 15/16 x 9 )
Bleed (trims 6 x 9 )	6 1/4 x 9 1/4
Full Page	5 x 7 7/8
1/2 H	5 x 3 7/8
1/2 V	2 5/16 x 7 7/8
1/4 H	5 x 1 7/8
1/4 V	2 5/16 x 3 3/4

**IMPORTANT:** Keep Live Matter 1/4" from the head and foot; and 3/8" from gutter and face to avoid trimming off any copy or image you may think is critical to your ad in the final bindery and assembly of the program booklets. See the page drawings provided to insure your ad is presented the way you intended.

**Method of Printing:** Offset and Digital printing  
**Screening:** Stochastic & Conventional  
 200 - 400 line screen

All ad materials must be submitted as electronic files by email with all fonts and all high resolution (300 dpi) images included and embedded. **Please send to advertising@culturaldistrict.org.** We are unable to accept zip files via email. If your file is larger than 25 MB including any email text, you will need to upload the file to our website. Visit [www.culturaldistrict.org](http://www.culturaldistrict.org) and select the "about" tab on the home page. Click on "advertising" and scroll down to click the "upload your artwork" link. **PDF files are preferred.**

All logos should be supplied at high resolution. Black ads must be furnished as black only (not RGB or CMYK). Line art at 150 dpi. Full bleed ads should also include 1/4" bleed and crop marks. All ads are subject to publisher's approval. *Note: use caution when pulling images from the web – many are only 72 dpi and not print quality.*

Ad must be formatted to the proper mechanical requirements dictated by contracted size. Any creation or alterations of ad materials will be the responsibility of the advertiser/agency. Shared Services can offer a list of freelance designers you may contract to assist you in bringing your ad materials into compliance with the specifications and mechanical requirements outlined here.

Corrections made at proof stage will be charged at cost when they are the responsibility of the advertiser and/or agency. Ads are to be submitted no later than the artwork deadline date published on the contract. Late charges will be assessed after that date.

A contract color proof must be supplied for all full-color ads. 4- Color files are required to be saved as CMYK (not RGB). Shared Services will not be responsible for color shifts on RGB files furnished when our prepress department converts to CMYK, the appearance of customer-supplied images or files less than 300 dpi, nor can we accept responsibility for final color without a supplied contract color proof.

**PLEASE SEND ALL ADS BEFORE PUBLISHED DEADLINE DATE TO:**  
 The Pittsburgh Cultural District,  
 Shared Services Dept Email:  
[feldhues@culturaldistrict.org](mailto:feldhues@culturaldistrict.org)  
**Questions? Call 412-471-6087**

**AD LAYOUT SIZES**

