

Publication trim size: **8.375" x 10.875"**

Printing process: **Web Offset**

Binding method: **Saddle Stitch**

## AD SPECS & GUIDELINES

AD SIZE	FINAL TRIM SIZE	NON-BLEED SIZE	BLEED SIZE
Two-Page Spread	16.75" x 10.875"	15.75" x 10.375"	17.25" x 11.375"
Full Page	8.375" x 10.875"	7.875" x 10.375"	8.875" x 11.375"
1/2 Page Horizontal	8.375" x 5.512"	7.875" x 4.812"	8.875" x 5.812"
1/2 Page Vertical	4.0625" x 10.875"	3.5625" x 10.375"	4.5625" x 11.375"
2/3 Page Vertical	5.275" x 10.875"	4.775" x 10.375"	5.775" x 11.375"
1/3 Page Vertical	2.85" x 10.875"	2.32" x 10.375"	3.35" x 11.375"
1/3 Page Square	4.84" x 4.84"	N/A	N/A
1/4 Page Vertical	3.59" x 4.84"	N/A	N/A
1/6 Page Vertical	2.32" x 4.84"	N/A	N/A

**BLEED:** Extend bleed **1/8"** on all sides, include crop marks outside of print area.

**LIVE AREA:** Keep all live matter at least **1/4"** from final trim size on all sides.  
(Refer to Non-Bleed Size.)

**GUTTER SAFETY:** Keep all critical matter at least **1/2"** from the gutter.

**PRINTING PROCESS:** Four-color process (CMYK). Direct to plate. Web offset. Saddle Stitch.

**SCREENS:** 150-line preferred. Total printing tone value should not exceed 270 percent.

### [GENERAL GUIDELINES]

- Build document to ad size.
- Be sure to extend bleed by **1/8"** on all sides, and allow at least **1/4"** on all sides for live area, as trimming of ad content may occur otherwise.
- Include crop marks with bleed ads only. Do not include any printer's marks in image or bleed area.
- Images and graphics should be **300 dpi** at **100%**, or no less than 266 dpi.
- **No RGB images. No SPOT or PANTONE colors.** All colors should be four-color process (CMYK). Never use the color "Registration" built in color palettes.
- Do not use LZW compression.
- All images should be converted to CMYK.
- All image files should be TIF, JPG or EPS. PICT and GIF files are low-resolution web files not suitable for printing.
- Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed.
- Advertisers are responsible for the content of their ads or materials.

### [COLORS]

- All art files should be converted to CMYK. We cannot guarantee color consistency for files that must be converted from Index, LAB or RGB color spaces to CMYK.

### [FONTS]

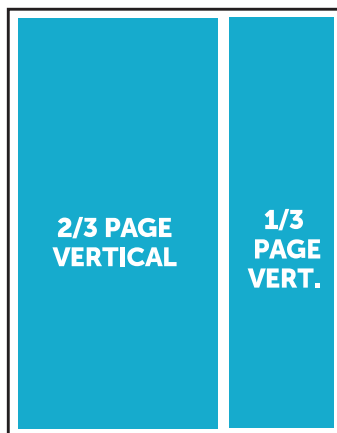
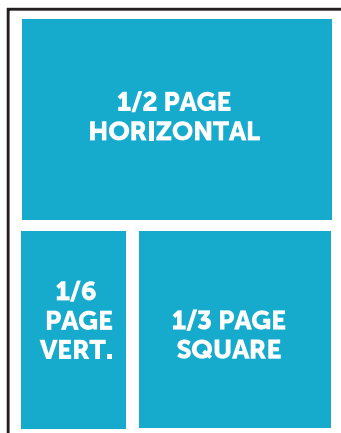
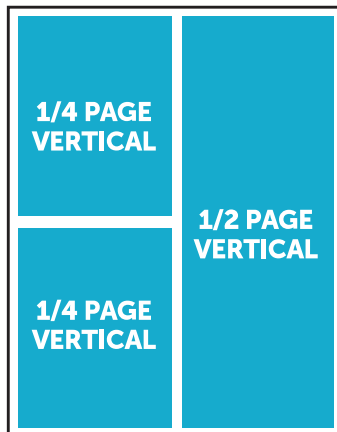
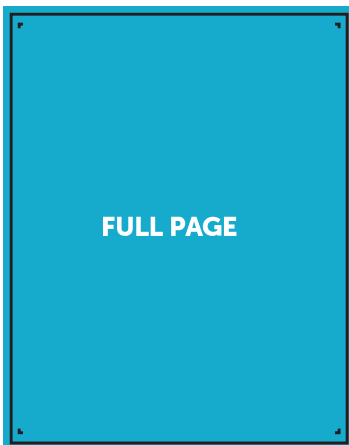
- **Convert all fonts to outline;** or
- Include a copy of all fonts used in your files. If EPS images are linked, be sure to include all linked fonts as well. Be sure to include both printer fonts and screen fonts for your files.
- Some fonts may be restricted from being embedded in a pdf file. Please choose another font, or supply all working files and fonts used.
- PC fonts cannot be accepted.

### [ACCEPTED FILE FORMATS]

- Camera-ready ads may be submitted in the following formats: PDF, TIFF, JPEG or EPS at 300 DPI in CMYK.

### [FILE DELIVERY METHODS]

- Email (Files less than 10MB)



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### [CONTACT]

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