

Ad sizes and specs

Effective 3/10

Sizes & Specifications

Non-Bleed

Ad Size	Non-Bleed
2-Page Spread	16 1/4" X 10 3/4"
Full-Page	8 1/4" X 10 3/4"
1/2 Page (H)	7 " X 4 5/8"
1/2 Page (V)	3 3/8" X 9 1/2"
1/2 Page (H) Spread	16 1/4" X 4 5/8"
1/3 Page (V)	2 1/8" X 9 1/2"
1/6 Page	2 1/8" X 4 5/8"

Bleed

Ad Size	Bleed	Trim Size	Live Area
2-Page Spread	16 1/4" X 10 3/4"	16 " X 10 1/2"	15 " X 10 "
Full-Page	8 1/4" X 10 3/4"	8 " X 10 1/2"	7 1/2" X 10"
1/2 Page (H)	8 1/4" X 5 3/8"	8 " X 5 1/8"	7 " X 4 5/8"
1/2 Page (V)	4 1/8" X 10 3/4"	3 7/8" X 10 1/2"	3 3/8" X 9 1/2"
1/2 Page (H) Spread	16 1/4" X 5 3/8"	16 " X 5 1/8"	15" X 4 5/8"
1/3 Page (V)	2 7/8" X 10 3/4"	2 5/8" X 10 1/2"	2 1/8" X 9 1/2"
1/6 Page	N/A		

Digital File Specifications for Pre-press

FILE FORMATS

The file format supported is PDF/X1a. Neither film, nor application files such as QuarkXpress documents will be accepted.

PDF/X1a SPECS FILE FORMAT

PDF/X1a format is the preferred file format for file submission. Careful attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly.

DOCUMENT CONSTRUCTION

- PDF/X1a file saved with only one ad per file.
- All high-resolution images and fonts must be included when the PDF/X1a file is saved.
- Images must be SWOP (CMYK or Grayscale) TIFF or EPS between 200 and 400 dpi.
- We do not recommend the use of JPEG compression.
- Total area density should not exceed SWOP 300% TAC.
- Do not nest EPS files into other EPS files.
- Do not embed ICC profiles within images.
- All required image trapping must be included in the file(s).
- Do not apply styles (bold, italic, etc.) to the fonts.
- Right Reading, Portrait Mode, 100% Size, No Rotations.
- Standard Trim, Bleed and Center Marks in all separations, 1/2" outside Trim (No marks included in the "live" image area).
- Maximum file dimensions, including all Marks, Color Bars, and Agency info: Single page = 11" wide by 17" high, Spread page = 22" wide by 17" high.
- The ad must be positioned in the center of the supplied digital file, there will be a 25% Page Positioning charge when ads are not centered in the digital file.
- A "for content only" proof (Color or B&W) which represents the final digital file.
- A color accurate proof for color guidance on press—Digital, Press, or Off-press proofs which meet SWOP specifications.
- All spot colors not intended to print must be converted to CMYK. Unintended spot colors can be converted, for a 25% Color Conversion charge.

TYPE REPRODUCTION

- Fine lettering (thin lines, serifs) should be restricted to one (1) color.
- Reverse lettering: Dominant color should be used for shape of letters with subordinate colors spread slightly to reduce register problems.
- Surprising: When type is to be surprised, the background should be no heavier than 30% in any color, and no more than 90% in all four colors.

SPREADS

All spreads must be submitted as individual pages.

SAFETY

Safety for live area (type or illustrative material not intended to bleed off page) is 1/4" from all four sides.

BLEED

Bleed for live area (type or illustrative material intended to bleed off the page) is to extend 1/8" from all sides of the ad.

GENERAL INFORMATION

All digital data will be destroyed six (6) months after the last issue date unless the publisher has received written instruction to return immediately after insertion or to hold the material for a specific future date (not to exceed one year from the last issue date). Publisher reserves the right to attempt to match PMS colors by using process colors. Reproduction quality is at the advertiser's risk if publisher's specifications are not met or if material is received after closing date, even if on extension. Queries concerning reproduction should be submitted within three weeks of issue date.

ADDITIONAL INFORMATION

- Specifications and capabilities change periodically.
- GL charges \$50 per page for outputting an acceptable proof should one not be provided.

QUESTIONS? PLEASE CONTACT:

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SEND ALL ADVERTISEMENTS TO:

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