

AD SIZES (W X H)	LIVE AREA (NON-BLEED)	TRIM AREA	BLEED AREA
Double-Page Spread	16-3/8" x 10-1/2" (416mm x 267mm)	16-3/4" x 10-7/8" (425mm x 276mm)	17" x 11-1/8" (432mm x 283mm)
Full Page	8" x 10-1/2" (203mm x 267mm)	8-3/8" x 10-7/8" (213mm x 276mm)	8-5/8" x 11-1/8" (219mm x 283mm)
1/2 Page Horizontal assuming bottom of page	8" x 5" (203mm x 127mm)	8-3/8" x 5-3/16" (213mm x 132mm)	8-5/8" x 5-5/16" (219mm x 135mm)
1/2 Page Vertical specify left or right	3-7/8" x 10-1/2" (98mm x 267mm)	4-1/16" x 10-7/8" (103mm x 276mm)	4-3/16" x 11-1/8" (106mm x 283mm) Top, Bottom & ONE side only
1/3 Page Vertical specify left or right	2-3/4" x 10-1/2" (70mm x 267mm)	2-15/16" x 10-7/8" (75mm x 276mm)	3-1/16" x 11-1/8" (78mm x 283mm) Top, Bottom & ONE side only
1/4 Page Box	3-7/8" x 5" (98mm x 127mm)		
1/4 Page Horizontal specify left or right	8" x 2-1/4" (203mm x 57mm)	8-3/8" x 2-5/8" (213mm x 67mm)	
Strip ad assuming bottom of page	8" x 1-1/4" (203mm x 32mm)	8-3/8" x 1-7/16" (213mm x 37mm)	8-5/8" x 1-9/16" (219mm x 40mm)

* There is a one time \$50 production charges for file preparation, pre-flight, trouble shooting and processing of all ad sizes. This charge does not apply to repeat insertions.

Mechanical requirements: Magazine format, coated paper, printed heatset web.

Please supply us with your working files (Preflight) in one of the following formats

- (1) Native In Design files (include all artwork, EPS files, TIFF files, PICT files and all fonts)
- (2) PRINT OPTIMIZED PDF's (Please embed all fonts)

Black & White PDF's - all files embedded in PDF must be black & white Color PDF's - must not contain RGB, LAB or Indexed colors - only CMYK

At your request, we can supply our print quality Acrobat Distiller job options to ensure the best quality PDF.

*We cannot check detailed trapping in print-quality PDFs. Please ensure that all colors are trapped correctly prior to writing your PDF, paying extra attention to any files created in Adobe Illustrator.

- (3) Adobe Illustrator files (please outline all fonts and include or embed all EPS or TIFF images)
- (4) EPS or TIFF - not recommended for ads with small type (We will not be able to make any production changes to these formats). Please ensure that all colors are defined as process (CMYK), unless a spot color is specified. All color pictures should be converted to CMYK (no RGB), and should contain no JPEG encoding. Gray scale and color images should be scanned at a minimum line-screen of 266 dpi.

IMPORTANT NOTE REGARDING PROOFS: Our digital proofing method is PLOTTER PROOFS. We will accept and use clients own color accurate proofs if required or we will produce a color accurate proof (charged to client) at client's request.

IMPORTANT NOTE: COLOR MANAGEMENT MUST NOT BE USED IN GRAPHIC PROFILES (i.e. please remove all Color Management when saving Photoshop files)

FILE UPLOAD

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FILE NAMING CONVENTIONS

Certain characters cause problems when transmitting via FTP and when PDF files are ripped. Avoid the following: ! @ # \$ % ^ & * () ? { } [] / \ " ' ; ~ ` Use only A-Z,a-z and numbers 0-9

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ADVERTISING/EDITORIAL AND SUBSCRIPTIONS

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