

# Ad Sizes and Specs

## SPREADS:

2 page full bleed	22" x 14 5/8"
2 page gutter bleed	20 3/4" x 14"
2 page trim	21 1/2" x 14 3/8"
Safety	1/2" from any trim

## TABLOID PAGES:

Bleed	11" x 14 5/8"
Non-bleed	10" x 14"
Trim	10 3/4" x 14 3/8"
Safety	1/2" from any trim

## HALF TABLOID PAGE:

Trim	9 5/8" x 7"
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## MAGAZINE PAGE:

Trim	7 5/8" x 10"
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## BANNER AD:

Trim	9 5/8" x 3"
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**NOTE:** *Live copy to be kept 1/2" from any trim. Provide 1/8" safety allowance, either side of gutter.*

## DIGITAL FORMAT:

- Disk: Mac formatted 300 DPI, saved to ZIP or CD; Final art in Quark, Illustrator, Photoshop or similar format with full Macintosh compatibility including all linked fonts and graphics; "Collect for output".
- PDFs acceptable.
- Accompanied by color proof .

## MECHANICAL SPECS (Digital Format preferred):

- Disk: Mac — 300 DPI including all fonts & graphics
- Text: B/W and 4C; 150 line screen
- Process: sheet fed/web
- Binding: saddle-stitched
- Negatives: right reading emulsion side down
- Color should be accompanied by a progressive proof, match print or chromalin.
- Total density should not exceed 280%
- B/W and 2C negatives should be accompanied by 2 proofs.