

ADVERTISING REQUIREMENTS

PAGE UNIT	NON-BLEED	BLEED
Full page	8.5 in. x11 in.	8.75 in. x 11.25 in.
1/2 page (horiz)	8.5 in. x 5.5 in.	8.75 in. x 5.75 in.
2/3 page (vert)	5.66 in. x 11 in.	5.91 in. x 11.25 in.
1/4 page	4.25 in. x 5.5 in.	N/A

TRIM

Trim size (page): 8 1/2 in. x 11 in.

Trim size (spread): 17 in. x 11 in.

Live matter: Bleed sizes include 1/8" trim from outside, bottom, top, and gutter. Keep live matter 1/2" from trim size of page.

AD REQUIREMENTS

File Format: All advertisements need to be submitted as a High-resolution PDF file format. (PDF/X-1a:2001)

Ad resolution: All files must be at 300 ppi minimum resolution.

Bleed: Full, 2/3, and 1/2 Page ads all much be submitted with 1/8th inch (0.125 inch) bleed.

Fonts and Graphics: All graphics and fonts must be embedded.

Spot colors, RGB, and LAB colors should be converted to CMYK before creating the PDF. All trim and registration marks must appear outside the bleed area (1/8 inch from trim). Scanned images must be saved at a high resolution of at least 300 dpi. Line art should be scanned at 600 ppi. Maximum ink density should not exceed 300%.

TIFF and EPS files created with Illustrator or Photoshop are also acceptable as long as all fonts are embedded or outlined. Supply both printer and screen fonts, including fonts embedded in art files. Images (TIFF or EPS) should be at least 300 ppi and saved in CMYK mode.

