

MATERIALS DEADLINE

PRODUCTION CONTACT

Contact your production manager with any questions regarding the specs or submitting the final ad.

PRODUCTION CHARGES

AD SIZE	DESIGN COST
Two-page spread	\$600
Full page.....	\$400
2/3 page.....	\$300
1/2 page.....	\$300
1/3 page.....	\$300
Minimum charge.....	\$100

Logo Design/Redesign..... Ask about pricing

- Up to 3 proofs of the ad are included with the cost of the design. If more proofs are necessary, additional charges will be incurred. You will be advised of additional charges by your production manager.

PRODUCTION SPECIFICATIONS

All ads must be submitted digitally either on CD/DVD or emailed

Web offset - SWOP standards apply

Line screen: 133 Density limit: 280%

Postscript version fonts preferred. TrueType fonts will be replaced with same or similar Postscript versions.

ACCEPTED FILE FORMATS — MAC PREFERRED

PDF – CMYK, 300 dpi, fonts and images embedded

Ads sent as PDFs will be opened in Illustrator, checked for technical accuracy and saved as an PDF file for final printing

InDesign – images and fonts included

Illustrator – type converted to outlines, images embedded

Logos – vector .eps files

Avoid placing thin, white type less than 8 pt on color backgrounds

AD DIMENSIONS

Full Page Bleed – extend .125" beyond **trim size*** on all sides

Safety – live matter .25" in from all edges including gutter

Spread ads – facing pages; export PDF as spread

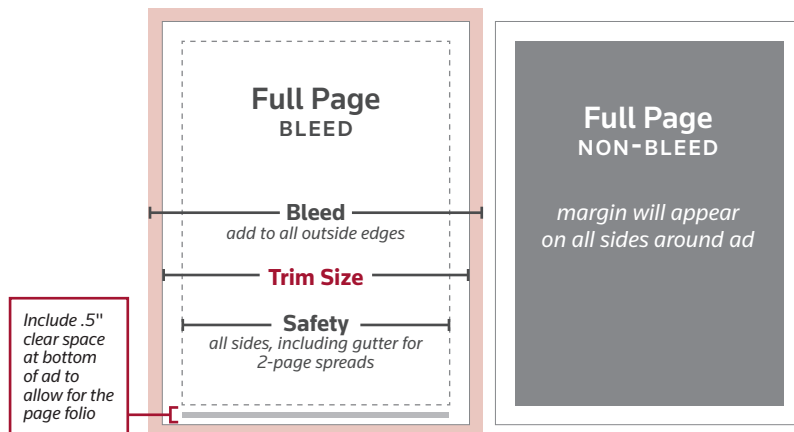
FILE PREP CHECKLIST

- ✓ Images are 300 dpi placed at 100%
- ✓ Color converted to CMYK
- ✓ All linked images included in folder
- ✓ Logos placed as vector format
- ✓ All fonts included in folder (both screen and printer when applicable)

Ads subject to production charges:

- Unacceptable file format
- Incorrect size
- Requiring revisions

Diagram not to scale. Please refer to measurements for exact dimensions.



***Trim: 8" x 10.5"**

WIDTH X DEPTH

Full Page (non-bleed)	7" x 9.5"
2/3 vertical	4.625" x 9.5"
1/2 horizontal	7" x 4.625"
1/2 vertical island	4.625" x 7.125"
1/3 vertical	2.25" x 9.5"
1/3 square	4.625" x 4.625"

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