

# PRINT AD SPECS

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**NON-BLEED ADS** (ad that does not touch trim) Create page layout document to dimension listed.

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Ad Size	Trim
	Width x Height
Full Page	8" x 9.875" 203 mm x 251 mm
Spread	Create as two Single Pages

## BLEED ADS

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Ad Size	Trim	Bleed	Live Area
	Width x Height	Width x Height	Width x Height
Full Page	9" x 10.8125" 229 mm x 275 mm	9.25" x 11.0625" 235 mm x 281 mm	8" x 9.875" 203 mm x 251 mm
Spread	Create as two Single Pages		

## MATERIAL REQUIREMENTS

Macintosh-formatted CD or DVD with a contract proof. You must provide a color laser at 100% scale if a contract proof is not supplied. Media will not be returned. PDF created as PDF/x-1a:2001 is our preferred file format. Other file types accepted: InDesign, QuarkXpress, Photoshop and Illustrator. If supplying native files, please supply all links and fonts used in the document.

## DIGITAL FILE REQUIREMENTS

For both PDF and native files, please adhere to the following rules.

1. Make sure that all images are high-resolution (300 ppi) and are in CMYK mode. Note that enlarging an image with a resolution of 300 over 125% in the page layout file will lower the resolution to the point that image quality degradation may be noticeable when printed.
2. Convert all spot colors to 4 color process (CMYK).
3. Our maximum total area coverage/ink density is 300 dpi.
4. For spread ads, keep all copy and important art at least .375" (.95 cm) away from the gutter on each side.

## PROOF REQUIREMENTS

A contract proof is recommended. Only SWOP-certified proofs such as Kodak Approval, Creo Iris and Fujifilm Final-Proof are acceptable for matching color on press. A standard GATF or SWOP color bar is to be included on the proof, but is not necessary in the digital file. Go to [www.swop.org](http://www.swop.org) for more information. You must provide a color laser at 100% scale if a contract proof is not supplied.

## BLEED ADS

Create page layout document to trim dimension, then pull  $\frac{1}{8}$ " bleed on all four sides to fulfill bleed dimension. Critical design and type elements must stay within the live area.