

PRINT AD SPECS

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

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

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 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.