

mechanical requirements

Page Size: 8.375" x 10.875" (trim) w/ 1/8" bleed

ad size	width	height
Full page (no bleed)	7.75" x	10"
Full page (full bleed)	8.75" x	11.167"
Back cover w/ mailing*	7.75" x	9.5"
2/3 horizontal	7.75" x	6.625"
1/2 horizontal	7.675" x	4.9"
1/2 vertical	3.75" x	10"
1/3 horizontal	7.75" x	3.187"
1/3 square	5.0" x	4.9"
1/4 horizontal	7.75" x	2.375"
1/4 vertical	3.725" x	4.9"
1/6 horizontal	4.9" x	2.4"
1/6 square	3.75" x	3.187"
1/6 vertical	2.4" x	4.9"
1/8 horizontal	3.725" x	2.4"
1/9 vertical	2.4" x	3.187"
1/12 square	2.5" x	2.5"

*This size only applies to the back cover when there needs to be space left for mailing. Then, the back page bleeds top & sides only. If there is no mailing section, then the normal full page sizes apply.

please follow these guidelines:

- 1 Do not use True Type fonts. True Type will be converted to Type One as close as possible.
- 2 All color in is CMYK
- 3 All files MUST be included on disc. Artwork, fonts & document.
- 4 All image files must be set up as jpeg, tiff, or eps at 300 dpi.
- 5 Slides will not be accepted for front cover or any large photos in the magazine. We will accept photo prints or gels. These photos should be the same size or larger than what will be printed. The quality is reduced as the photo is enlarged.

If you would like your disc, artwork or photos returned, you must include a self addressed stamped envelope.

digital file requirements

- **QuarkXPress 4.0-6.0**
- **Adobe PDF**
High resolution / press quality to size
- **Adobe Illustrator CS or lower**
Vector graphics should be set-up as EPS files and all text converted to curves
- **Adobe Photoshop CS or lower**
All photos and artwork [B & W or CMYK] must be at least 300 dpi, line art 600 dpi
If there are unflattened font layers, please include the fonts with your submission
- **InDesign CS or lower**
Convert to high resolution, press PDF
Check with the designer prior to submitting packaged InDesign files
- **Pagemaker**
Must speak to the graphic department before submitting
- **Corel Draw**
Saved as an .ai file in outlines and curves
- **We DO NOT accept Publisher files.**

All colors must be created as Process colors and as CMYK. Be sure file contains all printer, screen fonts, EPS, TIFF files and any additional graphic files. CDs preferred.

A HARD COPY MUST ACCOMPANY ALL FILES. HARD COPY MUST BE LEGIBLE. NO FAXES OR HANDWRITTEN COPY WILL BE ACCEPTED. In the event the client does not supply a hard copy, the publisher will not be held responsible for color errors, missing or misplaced content in advertising.

Custom Publishing uses electronic presses.

Questions / more info - contact:
800-246-1637
Design Department



Custom