



## **Mechanical Requirements**

### ***Dimensions Width x Height***

Trim 8-3/8" x 10-3/4"

Full Page bleed 8-1/2" x 11"

Full Page non-bleed 7-1/2 x 10"

2/3 Page Horizontal 8-3/8" x 7-3/4" (Rear Cover Only)

1/2 Page Horizontal 3-1/2" x 9-7/8"

1/8 page Marketplace 3-11/16" x 2"

### ***Bleeds***

Bleeds are available for full page advertising only.

### ***Preferred Materials***

PDF format on a CD-Rom or delivered electronically.

E-mail delivery acceptable, fax hard copy for reference. Use self-extracting format for transmission.

### ***Software and File Formats***

Quark XPress (Macintosh or PC), Adobe Illustrator, Adobe Photoshop, Adobe Indesign. EPS, TIFF, JPEG, PDF. Include all artwork, fonts, and linked scans. Printer is not responsible for errors in output due to incorrect file preparation or incorrect file compression. Client will incur extra charges if necessary to ready files for printing.

### ***Resolution***

All images (grayscale and color) 300 dpi at 100%. Scanned B&W line art minimum resolution of 900 dpi. 1200 dpi is preferred.

### ***Proofs***

A color proof to be used as a control copy on press is recommended with all color ads.

### ***Color***

Color builds should be saved in CMYK format. Contact us before using PMS/matched colors.