

2021 PRINT AD SPECS

ADVERTISING SPECS



Mechanical Requirments	Non-Bleed	Bleed	Trim
Full Page	7 1/8 x 9 3/4	8 1/8 x 10 3/4	7 7/8 x 10 1/2
Double Page	15 x 9 3/4	16 x 10 3/4	15 3/4 x 10 1/2
2/3 Page Vertical	4 7/16 x 9 3/4	n/a	n/a
Spread Island	10 x 4 3/4	n/a	n/a
1/2 Page Horizontal	6 3/4 x 4 3/4	8 1/8 x 5 1/2	7 7/8 x 5 3/8
1/2 Page Spread	15 x 4 3/4	16 x 5 1/2	15 3/4 x 5 3/8
1/2 Page Island	4 7/16 x 7 1/4	n/a	n/a
1/3 Page Vertical	2 1/8 x 9 1/2	2 7/8 x 10 3/4	2 5/8 x 10 1/2
1/3 Page Square	4 7/16 x 4 3/4	n/a	n/a
1/6 Page Vertical	2 1/8 x 4 3/4	n/a	n/a

FILE FORMAT

Our required file format for print advertising is PDF/x1a2001 with your compatibility set to Acrobat 4 (PDF 1.3). Upload files to www.mediasourceads.com. Note: Our publication prints at 133-line screen. This means that resolution for artwork is to be 300 dpi at 100%.

MECHANICAL REQUIREMENTS

- ✓ Printing: Web offset. SWOP standards apply.
- ✓ Publication trim size: 7 7/8" x 10 1/2".
- ✓ Binding method: Contact Production Department for specific details.
- ✓ Standard unit size in inches. Keep live matter 3/8" or more from head and foot trims. Allow 3/8" safety from gutter and face trims for all live matter. Spreads in perfect bound issues must include a 3/8" gutter safety on each page from type to trim.
- ✓ Inserts, Tip-Ins, Gatefolds and Aqueous Cover Coating where applicable: Please consult production department for specifications and production charges.

CONTACT INFO

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 Production Department
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