

DISPLAY SIZE WIDTH DEPTH

PRINT

A - Spread

Bleed: 17"w x 11.125"h (1/8 bleed on all sides)

Trim: 16.75"w x 10.875"h

Live Area: (each page) 7.375"w x 9.475"h

B - Full Page

Bleed: 8.625"w x 11.125"h

Trim: 8.375"w x 10.875"h

Live Area: 7.375"w x 9.475"h

C - 2/3 Page Vertical

4.75"w x 9.375"h / no bleed

D - 1/2 Page Horizontal

7.375"w x 4.65"h / no bleed

E - 1/3 Page Square

4.75"w x 4.65"h / no bleed

F - 1/3 Page Vertical

2.25"w x 9.375"h / no bleed

G - 1/6 Page Vertical

2.25"w x 4.65"h / no bleed

H - 1/4 Page Vertical (SPECIAL SECTION ONLY, NO EDITORIAL)

3.6"w x 4.6"h / no bleed

WEB

I - Leaderboard (desktop, tablet)

728w x 90h px

J - Sidebar (desktop)

300w x 250h px

K - leaderboard (mobile)

320w x 50h px

EMAIL

I - Leaderboard

728w x 90h px

J - Sidebar

300w x 250h px

MECHANICAL SPECIFICATIONS

PRINT

Trim Size 8.375"w x 10.875"h (please include trim and bleed crop marks)

Live Area 7.375"w x 9.475"h

Binding Perfect bound

Materials Adobe PDF created with press-quality settings, Adobe InDesign packaged with fonts and links, Adobe Illustrator (type converted to outlines; saved as EPS), Adobe Photoshop (saved as a PDF with press-quality settings). **Please include trim and bleed crop marks.**

Fonts No Multiple Master fonts.

Color Convert colors to CMYK. Spot colors are not allowed in ads. Convert all Spot colors to CMYK.

Artwork All artwork should be 300 ppi at the size it is placed in the file. All color art must be CMYK. The maximum ink density for images and colors is 300%. Line art must be 1200 ppi at the size it is placed and be saved as a bitmap tiff file. All graphic images must be saved as eps, tiff or psd (single layer and no alpha channels).

WEB

Artwork All artwork should be 72 resolution and color set as RGB. All graphic images must be saved as jpeg or png

