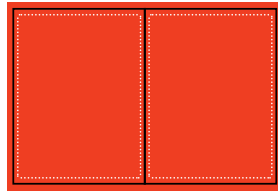


MECHANICAL SPECIFICATIONS PRINT



2-PAGE SPREAD

Bleed: 17 x 11.25*
Trim: 16.75 x 10.875
Live Area: 16 x 10.125



FULL PAGE

Bleed: 8.625 x 11.25*
Trim: 8.375 x 10.875
Live Area 7.625 x 10.125



1/2 HORIZONTAL
7.375 x 4.793 (no bleed)



1/2 VERTICAL
3.564 x 9.833 (no bleed)



2/3 VERTICAL
4.833 x 9.833 (no bleed)

1/3 SQUARE
4.833 x 4.793 (no bleed)

1/6 VERTICAL
2.293 x 4.793 (no bleed)

1/3 VERTICAL
2.293 x 9.833 (no bleed)

LIVE AREA: The area on a page where you can safely place body copy or other important information.

BLEED: Extra image that extends beyond the edge of the page. When trimmed, this ensures the ad will not have a white line down the edge due to cutting variation during printing.

TRIM: The edge of the printed page after bleed has been cut off.

BASIC REQUIREMENTS: A press-ready PDF, EPS with all text outlined, or a flattened JPG. All ads must be high resolution, at least 300 dpi. The color space must be CMYK or Grayscale. No RGB, LAB, or embedded color profiles. All PMS colors must be converted to CMYK.

ALL MEASUREMENTS ARE IN INCHES.

*Please note that all text must stay within the live area, which is 3/8" away from the trim.

NEED HELP WITH CREATIVE?

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