

Mechanical Specifications

Ads should be supplied with all supporting files in the following formats.

	8.5" x 11" with full bleed	
Trim Size:	8-3/8" x 10-7/8"	
Double Page Spread:	16-5/8" x 11-1/8"	Live Copy Area
Full Page:	7-1/2" x 10"	Live Copy Area
Half Page Horizontal:	7-1/2" x 4-7/8"	Live Copy Area
1/3 Page Vertical:	2-1/4" x 10"	Live Copy Area
Bleed:	Include a minimum of 1/8" to all edges.	
Live Area:	1/4" from trim preferred.	
Line Screen:	1501 pi (1331 minimum)	
Fonts:	Postscript fonts only. True Type Fonts are not acceptable. All printer and screen fonts must be included in files.	
Images:	TIFF or EPS format CMYK (grayscale for black and white images) 300 dpi resolution Please perform all color corrections in Photoshop before you import into any application.	

We require all ads to be submitted on a Mac-format compact disc (CD or Zip). All ads must be high resolution and in a PDF or PSD (Photoshop) file format.

Proofs:

A color proof must be supplied that accurately reproduces the color of the ad to be used for color matching on press. Desktop Inkjet color proofs are not acceptable. All proofs must be representative of ad supplied. If copy changes are made, proof should be marked "For Color Use Only."

Preferred formats:

- High Resolution Digital color proofs
 - * Kodak DCP
 - * Epson Stylus
- Traditional color proofs
 - * Matchprint
 - * Progressives
 - * Tear Sheet

If you can not provide the necessary color proof, we will gladly produce one for you at a nominal charge. If you are unable to meet any of the above requirements, please call us at 813-864-6360 ext. 103 with any questions or problems and they will gladly assist you.