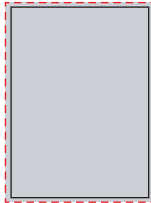


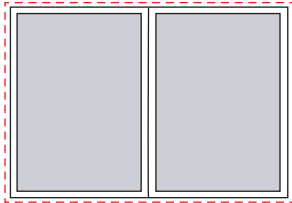
# Ad Sizes & Production Specs



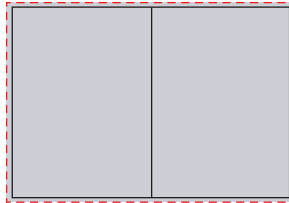
**FULL PAGE**  
(non-bleed)  
7" x 10"



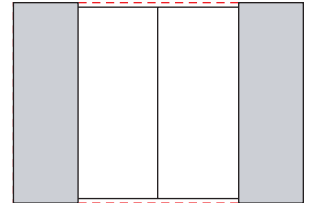
**FULL PAGE** (bleed)  
7 7/8" x 10 3/4"  
(8 1/8" x 11" w/bleed)



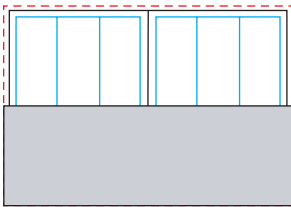
**2-PAGE SPREAD** (non-bleed)  
14 3/4" x 10"



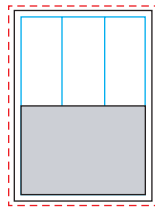
**2-PAGE SPREAD** (bleed)  
15 3/4" x 10 3/4"  
(16" x 11" with bleed)



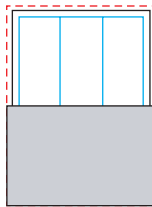
**PREMIUM SPLIT PAGE** (bleed)  
3.5" x 10 3/4" (each side)  
(3.75" x 11" with bleed, each side)



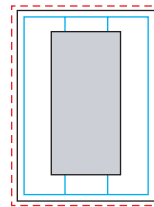
**1/2 PAGE SPREAD** (bleed)  
15 3/4" x 5 3/8"  
(16" x 5 1/2" with bleed)



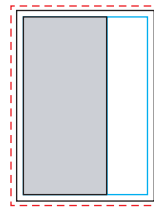
**1/2 PG. HORIZ.**  
(non-bleed)  
6 7/8" x 4 5/8"



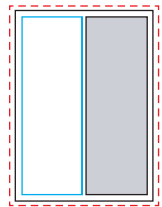
**1/2 PG. HORIZ.**  
(bleed)  
7 7/8" x 5 3/8"  
(8 1/8" x 5 1/2" with bleed)



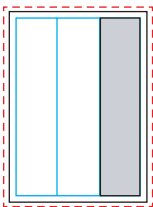
**1/2 PAGE ISLAND**  
4" x 7 1/2"



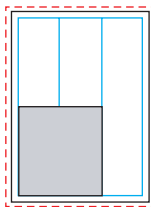
**2/3 PAGE VERTICAL**  
4 1/2" x 9 1/4"



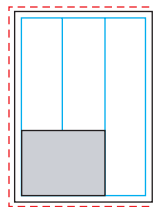
**1/2 PAGE VERTICAL**  
3 1/2" x 9 1/4"



**1/3 PAGE VERTICAL**  
2 3/16" x 9 1/4"



**1/3 PAGE**  
4 1/2" x 4 1/2"



**1/4 PAGE**  
4 1/2" x 3 5/8"

## MATERIAL REQUIREMENTS\*

### Acceptable PDF formats:

- PDF 1.4- or 1.5-compatible documents only (Acrobat 5 or 6, respectively); PDF/X-1a preferred
- PDF must include 1/8" bleed on all sides (for bleed ads) along with crop and registration marks
- All fonts must be embedded in PDF file
- Output resolution of all images must be at least 266 pixels-per-inch
- All colors must be CMYK – No RGB color; no Pantone or other spot colors
- All transparency must be flattened in the PDF
- No OPI comments or other information may be included with PDF

### Acceptable native file formats:

- QuarkXPress 6.5 (or earlier); Adobe InDesign CS3 (or earlier); Adobe Illustrator and Photoshop-compatible files
- Output resolution of all images must be at least 266 pixels-per-inch
- No Photoshop color management settings embedded in images
- No custom halftone screens or transfer functions saved with images
- No OPI comments or other information included with file
- All colors within page layout document and supporting graphics files must be separated into CMYK values – no RGB color; no Pantone or other spot colors
- All document fonts and supporting graphics must be included
- Fonts must be Macintosh PostScript or OpenType; (no TrueType or Windows/PC fonts) Acceptable media: CD- or DVD-ROM; e-mail or FTP (call for access).

## PUBLICATION SPECS:

**Trim size:\*** 7 7/8" x 10 3/4"

**Bleed size:** 8 1/8" x 11"

\* Critical live matter (i.e., type) must be at least 1/4" away from trim edge

**Design/ad creation services are available upon request for additional fee.**

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(212) 629-1560  
production@inboundlogistics.com

**Matchprint or other color-accurate hard-copy proof must accompany all ad material submitted.**

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