

2010 Ad Specifications

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Mechanical Specifications

FORMAT: 4 columns per page

TRIM SIZE: 10.375" X 13"

PRINTING: Heat-Set Web

BLEED SIZE: 10.625" X 13.25"

FULL PAGE (no bleed): 9.125" X 12"

HALF TONES: 133 line screen

DIGITAL FILES: 300 dpi or better; Quark, Illustrator, Photoshop, InDesign application files, .eps, .pdf, or .tif files (cymk);

Storage Medium: CD or DVD; client must provide color proof

Note: New ad sizes beginning January 2010

