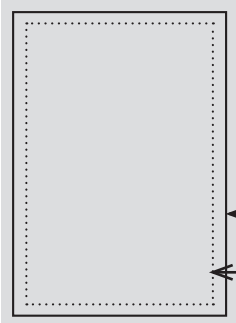


Glossary of Terms

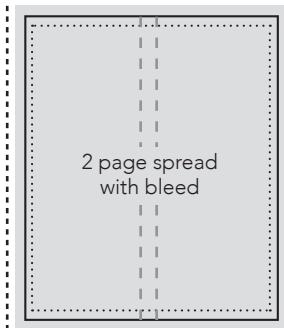


← **Bleed** is a printing term that refers to printing that goes beyond the edge of the sheet after trimming. It is very difficult to print exactly to the edge of a sheet of paper, to achieve this it is necessary to print a slightly larger area than is needed and then trim the paper down to the required finished size. Images, background images and fills which are intended to extend to the edge of the page must be extended beyond the trim line to give a bleed.

← The final size of a printed page after excess edges have been cut off is the **trim size**.

← The **live area** is a safe zone for important text or images. This is an area of your printed piece that is safe from cropping. Keep text and important graphics inside the live area.

PUBLICATION SPECS

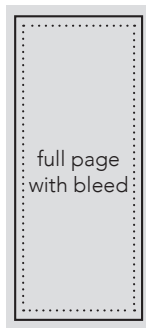


TWO-PAGE SPREAD FULL (MUST INCLUDE BLEED)

trim size:
7.25" (w) x 9" (h)

bleed size:
7.5" (w) x 9.25" (h)
allow 1/8" on all sides for bleed

live area:
6.75" (w) x 8.5" (h)
allow 3/8" on all sides for live area



FULL PAGE (BLEED)

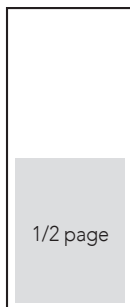
trim size:
3.625" (w) x 9" (h)

bleed size:
3.875" (w) x 9.25" (h)
allow 1/8" on all sides for bleed

live area:
3.125" (w) x 8.5" (h)
allow 3/8" on all sides for live area



FULL PAGE (NON-BLEED)
3" (w) x 8.25" (h)



HALF PAGE
3" (w) x 4" (h)



QUARTER PAGE
3" (w) x 1.875" (h)



PHOTO LISTING
1.6" (w) x 1" (h)

ACCEPTED FILE FORMATS

Adobe Acrobat	.pdf/x-1a
Adobe Illustrator	.EPS

TECHNICAL GUIDELINES

- Save all art as high resolution (300 dpi). No RGB files will be accepted. Convert all spot colors to CMYK.
- Use only Adobe Type 1 (Postscript Level 1) fonts. No True Type fonts will be accepted.
- Document size must be the same as ad size. Full-page ad must have bleed and adhere to live area. Please turn off crop marks on your supplied ads and supply spread ads as single pages.
- Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.
- Please leave 1" w x 1" h of ad space for your custom Tag in qualifying ads.

PLEASE SUBMIT ALL YOUR ARTWORK TO:

maggie.johnson@milespartnership.com

FOR QUESTIONS CONTACT:

Maggie Johnson
Phone: 270.994.0163 | 901.480.7159
Email: maggie.johnson@milespartnership.com

Ad Materials Due: 9/18/2020