

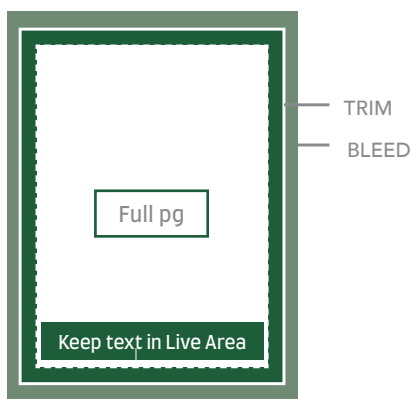
DISPLAY AD SPEC SHEET

Mechanical Requirements (Width x Height)

| | |
|---------------------------------|----------------------|
| FULL-PAGE TRIM SIZE* | 8" X 10.5" |
| Full-Page With Bleed | 8.25" X 10.75" |
| Full-Page Live Area | 7" X 9.5" |
| 2-PAGE SPREAD TRIM SIZE* | 16" X 10.5" |
| 2-Page Spread With Bleed | 16.25" X 10.75" |
| 2-Page Spread Live Area | Each Page: 7" X 9.5" |

*Please add .125" bleed on all sides of full and 2-page spread ads.

Full Page Ads



DON'T FORGET:

- ◆ Reproduction of hairline rules or type smaller than a 10pt. cannot be guaranteed.
- ◆ Publisher will not be liable for copy and images that exceed live-area dimensions and accepts no responsibility for errors on materials supplied by advertiser.

ACCEPTED FILE FORMATS

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

Best practice

- ◆ Please omit <http://> or [www.](http://www) from all URLs. (eg. Website.com vs. www.Website.com or <http://www.Website.com>)

Technical Guidelines

- ◆ Save all art as high resolution (300 dpi) and four-color process CMYK.
- ◆ Outline ALL fonts or package the fonts along with your artwork.
- ◆ Document size must be the same as ad size. Full-page ad must have bleed. No printer/crop marks.
- ◆ Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.

SUPPLYING ELECTRONIC MATERIALS

- ◆ Submit print ready materials directly to **Katie Phillips** at Katie.Phillips@milespartnership.com, 205-239-6599.

FEES AND PRODUCTION SERVICES

- ◆ **There will be a \$100 fee for ad materials that are not received by deadline.**
- ◆ Charges will be assessed for electronic file intervention including production changes and altering supplied advertiser materials.
- ◆ **Ad design production is available.** Contact your Advertising and Data Manager for rates and samples of work.

