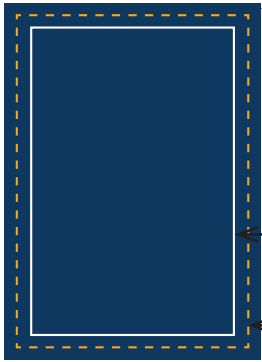


Advertising Specs &

PRODUCTION REQUIREMENTS

HELPFUL TERMS

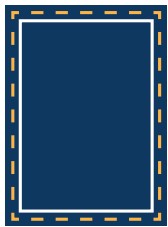


← **Bleed** is a printing term that refers to printing that goes beyond the edge of the sheet after trimming. It is very difficult to print exactly to the edge of a sheet of paper; to achieve this it is necessary to print a slightly larger area than is needed and then trim the paper down to the required 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 **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.

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

AD SIZES

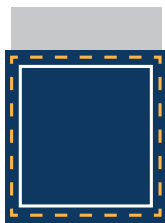


Full Page (must incl. bleed)

trim size: 5.25 x 8.25

bleed size: 5.5 x 8.5

live area: 4.75 x 7.75

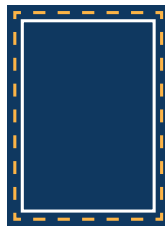


Back Cover (with mailer)*

trim size: 5.25 x 6

bleed size: 5.5 x 6.125

live area: 4.75 x 5.75



Back Cover (without mailer)*

trim size: 5.25 x 8.25

bleed size: 5.5 x 8.5

live area: 4.75 x 7.75

***Back Cover Ad** needs to be submitted in **both** sizes above, as the book will be printed both with and without a mailing panel.



Half Page

4.375 x 3.562



Third Page

2.791 x 3.562



Sixth Page

1.333 x 3.562

PRODUCTION REQUIREMENTS

Ad Requirements

Save all art as high resolution (300 dpi) and four-color process CMYK. (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 the 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.

Don't Forget

Reproduction of hairline rules or type smaller than 10 pt. 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.

FREE AD PRODUCTION!

Several ad sizes are available – and **all production costs to create your ad are included** in the published advertising rates. Contact Ashley Banks.

Submit Your Print Ready Ad

Submit your high resolution PDF/x-1a file to Ashley.Banks@MilesPartnership.com by the materials due date. Email questions or call Ashley Banks at 303-867-8295.

Contact **Ashley Banks** at Ashley.Banks@MilesPartnership.com or **303-867-8295** for questions or help regarding ad materials or production details.

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