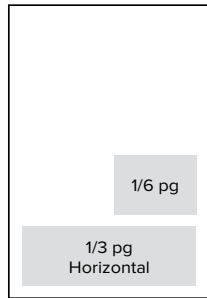
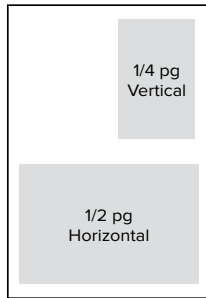
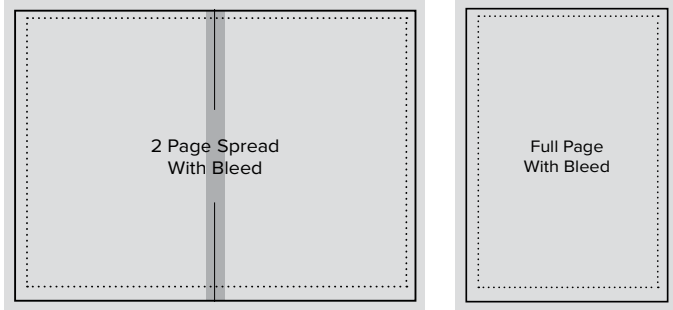


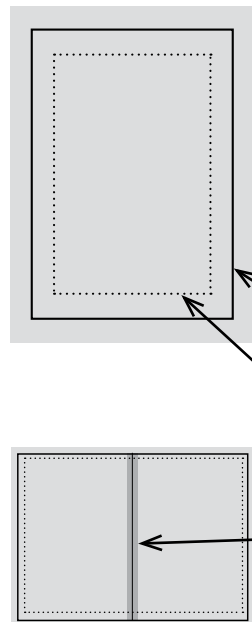
### ADVERTISING SPECS

(Width x Height)



2 Page Spread Trim Size	13.5" x 10"
2 Page Spread With Bleed	13.75" x 10.25"
2 Page Spread Live Area	12.5" x 9"
2 Page Spread Gutter	.375" each side
Full Page Trim Size	6.75" x 10"
Full Page With Bleed	7" x 10.25"
Full Page Live Area	5.75" x 9"
1/2 Page Horizontal	5.75" x 4.4375"
1/3 Page Horizontal	5.75" x 2.916"
1/4 Page Vertical	2.8125" x 4.4375"
1/6 Page	2.8125" x 2.916"

### 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.

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

**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.

**GUTTER:** The area in the middle of a 2-page spread, which should be kept clear of text.

### TECHNICAL GUIDELINES:



- Save all art as high resolution (300 dpi)
- Use only 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** and adhere to live area.
- Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.



- **Do not include crop marks, color bars or extra space.**
- Don't use RGB, LAB or Spot colors. **(All colors should be converted to process)**
- Don't forget about including bleed for full page ads.
- Don't use any overprint options.

### ACCEPTED FILE FORMATS

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

### SEND AD MATERIALS TO:

Cynthia Hazell-Cutchin | [Cynthia.Hazell@milespartnership.com](mailto:Cynthia.Hazell@milespartnership.com) | Phone: 800.683.0010 ext: 4684