

Mechanical Requirements (width x height)

2-PAGE SPREAD

- **Trim Size:** 16" x 10.5"
- **With Bleed:** 16.25" x 10.75" (.125" on all sides)
- **Live Area:** 7" x 9.5" (each page, .5" on all sides)

FULL-PAGE

- **Trim Size:** 8" x 10.5"
- **With Bleed:** 8.25" x 10.75" (.125" on all sides)
- **Live Area:** 7" x 9.5" (.5" on all sides)

1/2 PAGE HORIZONTAL: 6.875" x 4.625"

1/4 PAGE VERTICAL: 3.343" x 4.625"

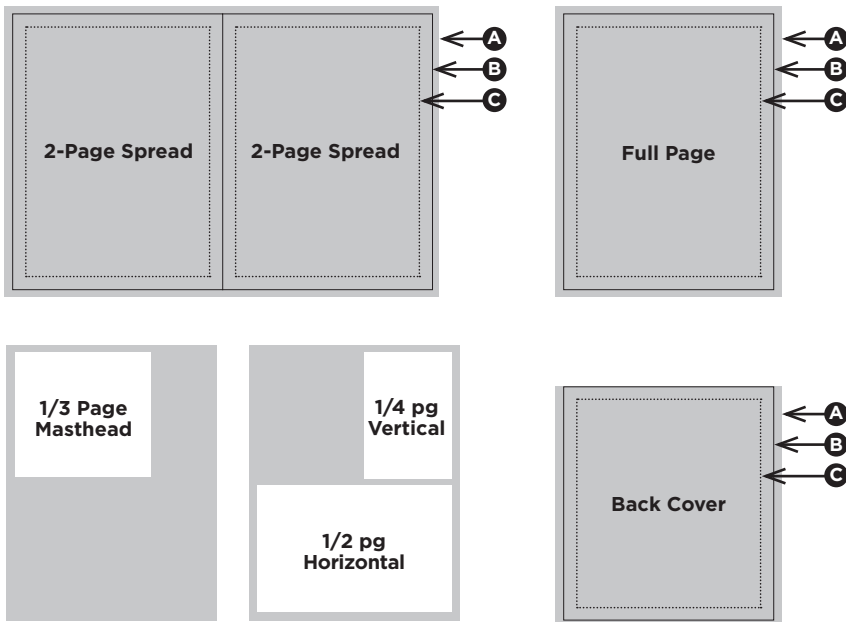
1/3 PAGE MASTHEAD: 4.5" x 4.625"

BACK COVER

- **Trim Size:** 8" x 8.5"
- **With Bleed:** 8.25" x 8.625"
(add .125" bleed to bottom, left and right sides only)
- **Live Area:** 7.5" x 8"

Visuals

KEY **A** Bleed **B** Trim **C** Live Area



Accepted File Formats

- Adobe Acrobat: PDF/x-1a
- Adobe Illustrator: EPS

Technical Guidelines

- **DO NOT include crop marks, color bars or extra space.**
- Document size must be the same as ad size. 2-Page Spreads, Full-Page ads and Back Cover ads must have bleed.
- Save all art as high resolution (300 DPI) and four-color process CMYK.
- Outline ALL fonts or package the fonts along with your artwork.
- Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.

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.

Best Practices

Make sure to include your identity (name or logo), website, phone number, and call-to-action.

Submitting Materials

Email materials to:
Taryn.Parker@MilesPartnership.com

Please also send a copy of your ad to your sales rep:
Julie.Armstrong@MilesPartnership.com