

# Print Ad Specs

Trim size: 8.375 inches x 10.875 inches

Bleed: 0.125 inches (on all sides)

Safety from Trim:

0.25 inches (keep text elements inside all edges)

Binding: Perfect bound

SPREAD AND FULL PAGE	Width	Depth
Full-Page Spread (BLEED)	17"	11.125"
Full Page (BLEED)	8.625"	11.125"

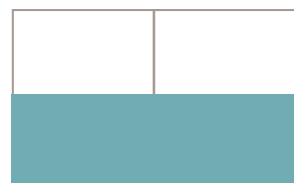
FRACTIONAL	Width	Depth
Half-Page Spread (BLEED)	17"	5.563"
Half-Page Spread (NON-BLEED)	15.75"	4.938"
Half-Page Horizontal	7.375"	4.938"
Half-Page Vertical	3.68"	10"
Half-Page Island	4.86"	7.375"
Third-Page Vertical	2.35"	10"
Quarter Page	3.6"	4.938"

## ELECTRONIC FILE REQUIREMENTS

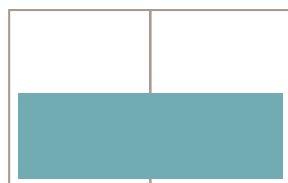
- Please supply only a print-ready .pdf file. We cannot accept any native application file formats (no MS Word, InDesign, Publisher, etc.) or any other file format. PDF must be a hi-res, print-ready file. All raster images should be 300dpi. All fonts must be embedded.
- Do NOT include printer's marks (crop marks, registration marks, etc.) in the file submission.
- Do NOT include a bleed with fractional ads unless specified.
- Color ads must use CMYK color only. RGB color or spot colors (such as Pantone colors) are NOT acceptable.
- Black and white ads should use black only (not 4-color). Images should be greyscale.
- We use an on-screen soft-proofing process. You are not required to send a printed proof.

For questions about submitting artwork, please contact your Account Representative.

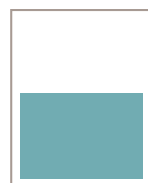
## FORUM FRACTIONAL AD FORMATS



Half-Page Spread (Bleed)



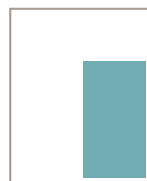
Half-Page Spread (Non-bleed)



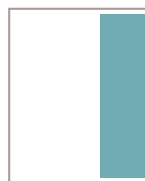
Half-Page Horizontal



Half-Page Vertical



Half-Page Island



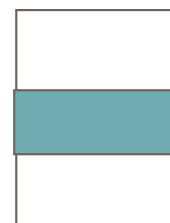
Third-Page Vertical



Quarter Page

## CUSTOM PRINT OPTIONS

Bellyband



Inside Front Cover Gate Fold

