

AD DIMENSIONS		
	Width	Height
Full Spread	17	10.125
Full Page	8	9.875
2/3 Vertical	5	10.125
1/2 Vertical*	3.875	10.125
1/2 Horizontal	8	4.875
1/4 Square	3.875	4.875
1/4 Horizontal*	8	2.375
1/8 Horizontal	3.875	2.375

*Placement and quantity available limited
Dimensions: Width" x Height"

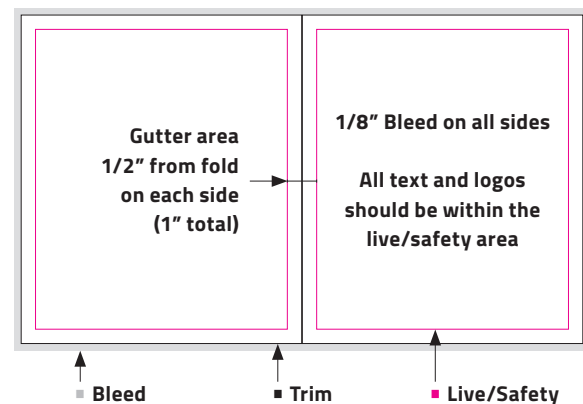
BLEED ADS			
	Live/Safety	Trim	Bleed
Full Spread	17 x 9.875	18 x 10.875	18.25 x 11.125
Full Page	8 x 9.875	9 x 10.875	9.25 x 11.125
2/3 Vertical	4.5 x 9.875	5.5 x 10.875	5.75 x 11.125
1/2 Horizontal	8 x 4.375	9 x 5.375	9.25 x 5.625
1/4 Horizontal	8 x 1.875	9 x 2.875	9.25 x 3.125

Dimensions: Width" x Height"

Bleed Specifications

All live content intended to print must be kept at least 0.5" inside the trim area.

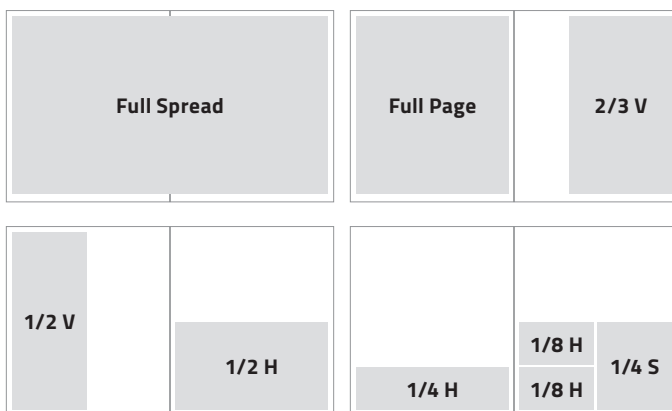
For Spread Ads: all live content should be kept at
1/2" from gutter on each side (1" total).



Magazine trim:
9" x 10.875"

Line screen:
150 lpi

Binding:
saddle-stitch



For Production information, call 414.336.7113

or see page 12 for production specs