

AD SIZE	WIDTH X HEIGHT	
Two-Page Spread (Full Bleed).....	16.5	x 11.125
Full Page (Full Bleed)	8.375	x 11.125
Full Page (Trim)	8.125	x 10.875
Full Page (Live Area).....	7.125	x 9.875
2/3 Vertical	4.625	x 9.875
1/2 Vertical	4.625	x 7.375
1/2 Horizontal	7.125	x 4.875
1/3 Vertical	2.25	x 9.875
1/3 Horizontal	4.625	x 4.875
1/4 Vertical	3.375	x 4.875
1/4 Horizontal	4.625	x 3.5
1/6 Vertical	2.25	x 4.875
1/6 Horizontal	4.625	x 2.375
Aftermarket Alley	2.25	x 4.875

PRINT ADVERTISING DIGITAL FILE REQUIREMENTS

The most effective way to ensure your files will print without error is to provide a press ready PDF in version 1.5 or later (please see the below specifications). PDFs are the preferred file format, however we can accept tiff, jpg, eps file formats and all files that are compatible with the Adobe CS6 Creative Suite or older as long as they follow the below specifications:

- All fonts and images are embedded in the file.
- CMYK color mode (spot, lab, index and RGB colors are not accepted).
- The file and all of the images it contains need to have a resolution of 300 dpi or higher.
- The ink density limit should remain below 300%.