

# THE SHOP

## AD SPECIFICATIONS

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
1/2-Page Spread.....	16.5	x	5.5
2/3 Vertical.....	4.625	x	9.875
2/3 Horizontal.....	7.125	x	6.5
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 (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 CC Creative Suite or older as long as they follow the below specifications:

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