

### NOTES

- Keep live matter 0.25" from trim
- Keep crop marks out of bleed area
- Gutter, Face, Foot, Head Trim: 0.125"

### PRINTING PROCESS & BINDING METHOD

- Web Offset, Perfect-Bound, Paper is White
- Business reply cards & inserts jog to head
- Inserts tip to front of signature

### COLOR PROOF

SWOP approved color proof

### ADVERTISING MATERIALS

Only one solid color should be used in one area. Total density of all four color should not exceed 280% in any area of the separation. Exaggerated contrast should be used for greater fidelity and impact. Allow for 5-7% gain, which occurs in web offset printing.

### \*BLEED ADS





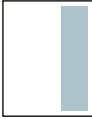

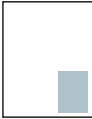

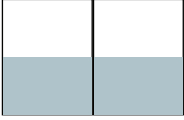

For bleed ads, please add bleed of 0.125" beyond the listed dimensions. This will set up invisible bleed and trim page boxes that SendMyAd will use to check the ad size, as SendMyAd is based off of the trim size of an ad.

### UPLOAD FILES TO

<https://informa.sendmyad.com>

### PRODUCTION CONTACT

Kathy Daniels  
Production Manager  
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TRIM SIZE: 7.75" (w) x 10.75" (d)			
Ad Sizes		Non-Bleed	*Bleed (see note in sidebar)
	Full Page	7.25" (w) x 10.25" (d)	7.75" (w) x 10.75" (d)*
	1/2 Page (Horizontal)	7" (w) x 5" (d)	7.75" (w) x 5.375" (d)*
	1/2 Page (Vertical)	3.375" (w) x 10" (d)	3.625" (w) x 10.75" (d)*
	1/2 Page (Island)	4.5" (w) x 7.5" (d)	
	1/3 Page (Vertical)	2.125" (w) x 9.25" (d)	2.625" (w) x 10.75" (d)
	1/3 Page (Square)	4.5" (w) x 4.875" (d)	
	1/4 Page	3.375" (w) x 4.875" (d)	
	Full Page Spread		15.5" (w) x 10.75" (d)*
	1/2 Page Spread		15.5" (w) x 5.5" (d)*
	Full Page Cover Tip	Contact Us	