

Method Of Printing

Web Offset

Binding

Perfect Binding, .125" off backbone

Paper

Cover: 80-lb. text weight coated
Body Pages: 34-lb. text weight coated

Inserts

The maximum stock weight accepted for inserts is 80-lb. book. Standard size, bound-in inserts must be furnished at 8.25" x 10.75" allowing for a .125" trim on all sides. Special printing on inserts, such as embossing, where it is impossible to use or sell the other side of the insert, is sold as a complete two-page insert. Consult your Sales Rep for further information.

Storing of Advertising Material

Advertising material will be stored for 12 months and then destroyed unless otherwise advised.

Print Ad Specifications

(Include media rich files with link for digital editions.)

	Full Page Spread	1/2 Page Spread	Full Page	2/3 Page	1/2 Page Island	1/2 Page Vertical
Ad Size						
Trim (WxH)	16" x 10.5" 406 mm x 267 mm	16" x 5.25" 406 mm x 133 mm	8" x 10.5" 203 mm x 267 mm	n/a	n/a	n/a
Live (WxH)	15" x 9.5" 381 mm x 241 mm	15" x 5" 381 mm x 127 mm	7" x 9.5" 178 mm x 241 mm	4.5" x 9.5" 114 mm x 241 mm	4.5" x 7.375" 114 mm x 187 mm	3.375" x 9.5" 86 mm x 241 mm
Bleed (WxH)	16.25" x 10.75" 413 mm x 274 mm	16.25" x 5.5" 413 mm x 140 mm	8.25" x 10.75" 210 mm x 274 mm	5.25" x 10.75" 133 mm x 274 mm	5.25" x 8.25" 133 mm x 210 mm	4.125" x 10.75" 105 mm x 274 mm

	1/2 Page Horizontal	1/3 Page Vertical	1/3 Page Square	1/3 Page Horizontal	1/4 Page	1/6 Page
Ad Size						
Live (WxH)	7" x 4.875" 178 mm x 124 mm	2.25" x 9.5" 57 mm x 241 mm	4.5" x 4.875" 114 mm x 124 mm	7" x 3.3125" 178 mm x 84 mm	3.375" x 4.875" 86 mm x 124 mm	2.25" x 4.875" 57 mm x 124 mm
Bleed (WxH)	8.25" x 5.5" 210 mm x 140 mm	n/a	n/a	n/a	n/a	n/a

All text, logos, borders and boxes that do not bleed should stay within the live area. No charge for bleed.

29
14
145
462
25

N
533
0.
2.
189.
14.
9.
2,566.2
NA

56.8
830.0

297.2
15.5
NA
NA
2,121.7
98.9
512.0
NA
119.4
NA
41.2
206.5
304.1
159.0
144.8