

MECHANICAL REQUIREMENTS

Publication Trim Size: 10.5" x 13.5"

Unit sizes are in inches

Note: All bleed sizes already include the additional 1/8" bleed.

	WIDTH		DEPTH
Full Page Bleed	10.75	x	13.75
Full Page Non-Bleed	9.75	x	12.75
Full Spread Bleed	21.25	x	13.75
Full Spread Non-Bleed	20.25	x	12.75

Note: Perfect alignment on spreads cannot be guaranteed.

Jr. Page Horizontal Bleed	10.75	x	8.125
Jr. Page Horizontal Non-Bleed	9.75	x	7.5
Jr. Spread Horizontal Bleed	21.25	x	8.125
Jr. Spread Horizontal Non-Bleed	20.25	x	7.5
Jr. Page Vertical Bleed	8.125	x	10.125
Jr. Page Vertical Non-Bleed	7.5	x	9.5

Strip	9.75	x	2.75
Super Strip Bleed	10.75	x	5.25
Super Strip Non-Bleed	9.75	x	4.625
Super Strip Spread Bleed	21.25	x	5.25
Super Strip Spread Non-Bleed	20.25	x	4.625

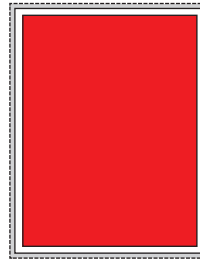
1/3 Square	5.625	x	6.25
2/3 Vertical Bleed	6.25	x	13.75
2/3 Vertical Non-Bleed	5.625	x	12.75
2/5 Vertical Bleed	4.375	x	13.75
2/5 Vertical Non-Bleed	3.75	x	12.75

1/5 Vertical	3.75	x	6.25
1/5 Horizontal	5.625	x	4.125
1/6 Page	3.75	x	4.625
1/6 Horizontal	9.625	x	2
Showcase (4 up)	4.75	x	5.625

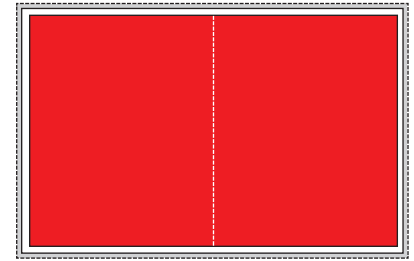
All live matter must be kept 1/4" in from trim size.

TIP: To prevent type or live images from trimming off or being too close to the trim, subtract .75" from the listed size for each bleed ad.

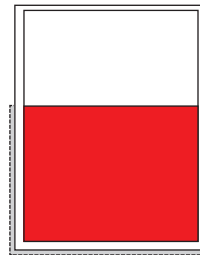
Examples: The live area for a full page bleed ad would be 10 x 13. The live area for a JR vertical bleed ad would be 7.375 x 9.375



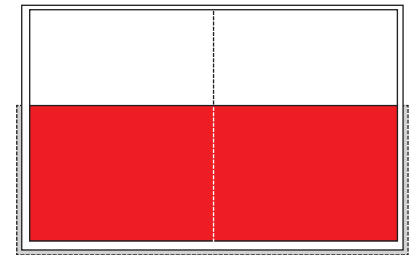
Full Page



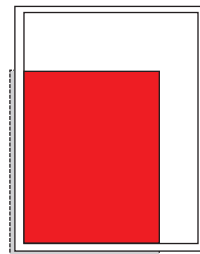
Full Spread



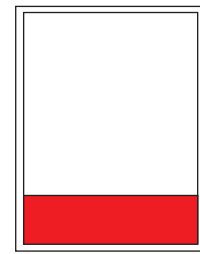
Jr. Page Horizontal



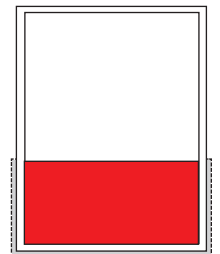
Jr. Spread Horizontal



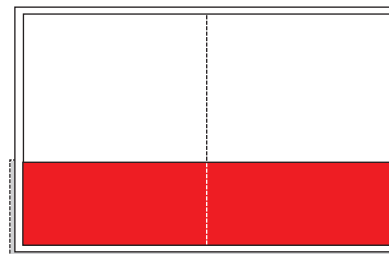
Jr. Page Vertical



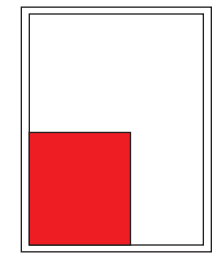
Strip



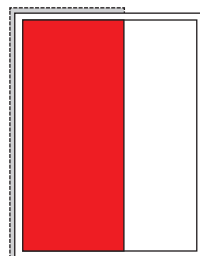
Super Strip



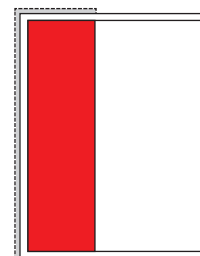
Super Strip Spread



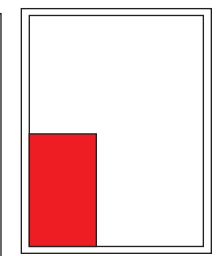
1/3 Square



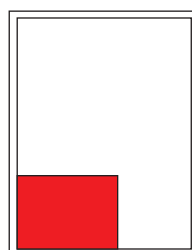
2/3 Vertical



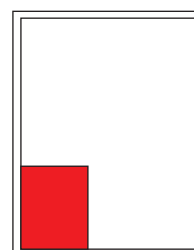
2/5 Vertical



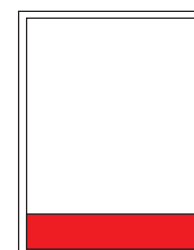
1/5 Vertical



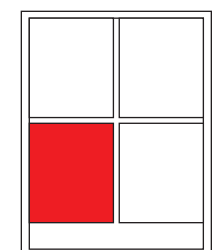
1/5 Horizontal



1/6 Page



1/6 Horizontal



Showcase

We only accept high resolution PDF's. Please submit your ads to our advertising web portal www.ads4reed.com. Your files will pass through a preflight operation to confirm all elements are present and correct. If there are problems with your file, you will receive a pdf from our site to alert you of any issues with your ad. You may contact your production manager for further assistance or our Tech Support at 1-800-611-5878

Data Formats

PDF'S (uploading your pdf to www.ads4reed.com)

Go to www.ads4reed.com to our **Print Download** area to access our Printer Description Platform file for creating postscript files. You may also download our Distiller Setting file for creating a pdf files from your postscript. (If you have Adobe Acrobat Distiller). This will help you produce the smallest possible pdf which will be acceptable for printing.

PDF X1a files.

PRINTING PROCESS

Heat-Set Web Offset

LAYOUT

- ▶ Ad should be created at 100% of final print size. This should correspond to sizes published in the media kit or as instructed by a Reed representative.
- ▶ Crop marks for ads should be at trim size and should be 1/4" away from trim. Any bleed should extend 1/8" from trim.
- ▶ Do not use the predefined "hairline" width rule within drawing or page layout applications.
- ▶ Do not use smaller than 8 point bold type or type that is less than .01 inch at the thinnest part of a character or rule in areas that print in reverse.

In ads that have edge bleed (such as full page) keep important elements such as type a minimum of 1/4" away from the trim. This is to insure nothing is trimmed off that conveys information or is important to the integrity of the design.

FONTS

- ▶ We require the use of PostScript fonts. Preferred vendor is Adobe.
- ▶ All Fonts should be outlined before making final pdf

COLOR

- ▶ **All images must be CMYK.**

Make sure graphic files used are supplied in the following manner:

- ▶ **Resolution**

Color Images 266ppi to 300ppi
Line Art 1200ppi to 2400ppi

Please note that unless a Pantone spot color has been purchased all color specs in graphic and page layout files need to be set to CMYK (process separation). If a Pantone color is being used make sure to define the name as the recognized Pantone color name and to not set that color to be separated or specify it in CMYK.

Maximum screen densities of tone not to exceed 260-280% in any printing area.

Standard Spot Colors

Yellow – Bright Red – Blue – Green

Contact Advertising Sales Department to determine additional charges for selection of colors other than standard.

HARDCOPY

- ▶ **All Digital Files Must Be Accompanied With a SWOP**

- ▶ **Standard Color Digital Print.**

(If a SWOP print is not provided, we can provide one for \$50 per print.)

Remember, the prepress operator and printers will use your hard copy as a final guide.

Kodak Approval, IRIS, Epson, or any SWOP standard contract proof that is industry recognized. We cannot be held responsible to match close color from proofs such as ink jet or laser proofs.

If an inkjet or laser proof is supplied, we can only try to match to a pleasing color. We cannot be held responsible for matching to exact color as these proofs are not industry standard.

Go to the next page for complete instructions on how to use ADS4REED