

Standard Ad Specifications

Share with your graphic designer or art director to achieve the best results possible for your ad.

Ad Sizes

Ads may be submitted in the following sizes:

Measured in Inches, W x H	
2-page spread bleed	17 x 11.125
2-page spread	15.75 x 9.875
Full page bleed	8.625 x 11.125
Full page	7.375 x 9.875
2/3 vertical	4.75 x 9.875
1/2 vertical	4.75 x 7.375
1/3 vertical	2.25 x 9.875
1/3 square	4.75 x 4.875
1/6 vertical	2.25 x 4.875
1/6 horizontal	4.75 x 2.375

Page & Print Specifications

Three Columns	2.25 (column) / 0.333 (gutter)
Page (Document) Size	8.375 x 10.875
Final Size w/Bleed	8.625 x 11.125
Live (Safety) Area	7.375 x 9.875
Printing	Heatset web offset
Color Mode	4-color process (CMYK), grayscale
Image Resolution	300 dpi (line art 1200 dpi)

Ad Formatting

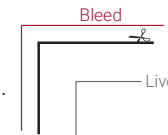
Preferred format: PDF file (press optimized, CMYK, fonts embedded). If a PDF file is inconsistent with Encore's ad specifications, the ad will be returned to the advertiser for modification, or run as submitted.

Alternate ad formats: InDesign, Illustrator, Photoshop.

Unacceptable formats: PDFs created using PDF Writer, Publisher, Corel, Word, Excel or PowerPoint.

Modifications to ads: Should a submitted file require modification to meet these ad specifications, the advertiser will be notified that it may be subject to production charges at \$80 an hour. Encore reserves the right to substitute fonts in files not properly submitted.

Page, bleed and live area: Full-page ads with elements or images that go to the edge of page must include an additional .125" around all edges. Keep essential elements within the live (safety) area to avoid being trimmed off.



Placing non-bleeding page elements outside of the live (safety) area is not recommended. They run the risk of being trimmed off when the page is cut down to its trim size. Please use margins between 0.25"-0.5" for each side of the page.

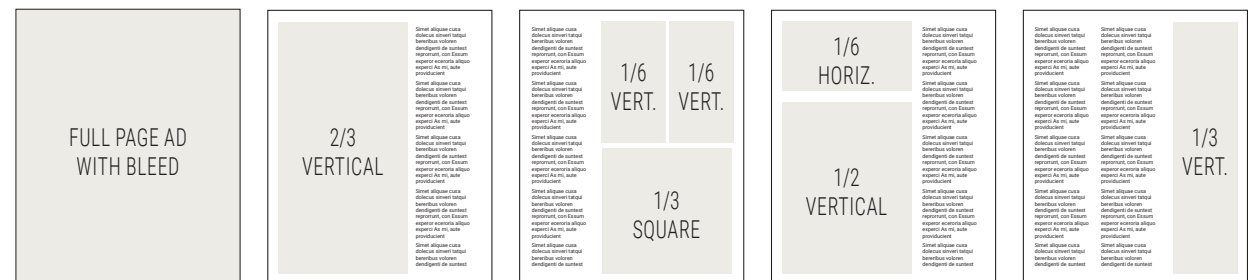
When exporting the PDF, please make sure to turn the bleed settings on and have all printers' marks turned off.

Color Mode: There are two color modes suitable for four color printing: CMYK and grayscale. Other color modes (RGB, spot/PMS, LAB, Index) must be converted to CMYK. This conversion may cause a shift in the appearance of color, and should thus be converted and adjusted *before* submission.

Image Resolution: Images for print will have an optimal resolution of 300 dpi or greater, and a minimum resolution of 240 dpi. Most images and graphics on the Internet have a resolution that is unsuitable for print. Please refrain from downloading elements from a website's design for use in your ad.

Deadlines

Materials are due one week after each publication's Space Close date. Your Account Executive will provide the customized deadlines for your ad schedule.



Digest Ad Specifications

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Ads may be submitted in the following sizes:

Measured in Inches, W x H	
Full page bleed	5.625 x 8.625
Full page	5.375 x 8.375
1/2 horizontal	4.625 x 3.6875
1/2 vertical	2.1875 x 7.5
1/4 vertical	2.1875 x 3.6875

Page & Print Specifications

Two Columns	2.0625 (column) / 0.25 (gutter)
Page (Document) Size	5.375 x 8.375
Final Size w/Bleed	5.625 x 8.625
Live (Safety) Area	4.375 x 7.375
Printing	Heatset web offset
Color Mode	4-color process (CMYK), grayscale
Image Resolution	300 dpi (line art 1200 dpi)

Ad Formatting

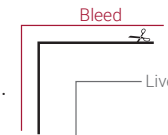
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