

# PRODUCTION SPECS STANDARD SIZES



## MECHANICAL INFORMATION

Trim Size: 9" x 10-3/4"      Printing: Body forms and covers heat-set web offset

## ADVERTISING SPACE SIZES      INCHES

	(width x depth)
Trim Size .....	9" x 10-3/4"
Full Page Bleed* .....	9-1/4" x 11"
Bleed 2-Page Spread* .....	18-1/4" x 11"
Non-Bleed Full Page .....	8-1/4" x 10"
1/2 Page (horiz.) .....	8" x 4-3/4"
1/3 Page (vert.) .....	2-1/2" x 9"
1/2 Page Non Bleed(spread) .....	17" x 4.75"
1/2 Page Bleed(spread) .....	18" x 4.75"

**\*LIVE MATTER:** To avoid trim violations, bring all important illustrations and/or type matter 3/8" in from dimensions above.

Keep all trim marks/registration marks/color bars outside of ad/bleed area.

## AD MATERIALS

High Resolution PDF-X1a files with fonts and images embedded.

**ALL COLORS MUST BE IN CMYK. RGB and SPOT COLORS are NOT PERMITTED. Images must be HIGH RESOLUTION SWOP Compliant with a minimum resolution of 300 dpi.**

## PRODUCTION CONTACT INFORMATION

DSN | Jackie Batson  
jbatson@ensembleIQ.com | 224-632-8183



## CERTIFIED COLOR PRESS PROOF

All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only.

## PRODUCTION CHARGES

Artwork, copy changes, film conversion, other prep work are billed at net, no agency discounts.

## MATERIAL STORAGE

Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.

## INSERTS & GATEFOLDS

Please contact production manager for details and specs.

## TO UPLOAD YOUR AD FILE USING OUR PORTAL

This ad portal will provide an environment where you can:

- Post your advertisements that will appear in the magazines
- Pre-flight your ad immediately to determine if there are any problems which could cause issues on press
- Provide accurate naming of your ad so our Production Manager will know the correct ad to run in each issue.
- Upload your ad PDF to the Send My Ad portal and portal will notify the Production Manager when your ad has been uploaded and approved.

The login for the ad portal is:

**<https://ensembleIQ.sendmyad.com/>**

When you log in, you will be prompted to create your account. Then you will be provided with step-by-step instructions.