

**PRODUCTION SPECS
STANDARD SIZES**

MECHANICAL INFORMATION

Trim Size: 8" x 10-3/4" | **PRINTING:** Web Offset, SWOP Standards

ADVERTISING PRINT SIZES

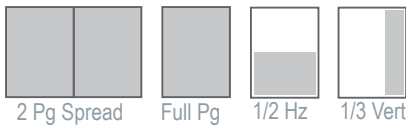
Ad Type	Trim size		Bleed size	
	Width	Height	Width	Height
2 Page Spread Bleed	16"	10-3/4"	16-1/4"	11"
Full Page Bleed	8"	10-3/4"	8-1/4"	11"
Full Page Non-Bleed	7-1/4"	10"		
1/2 Page Horizontal	7-1/4"	4-7/8"		
1/3 Page Vertical	2-1/4"	10"		
1/2 Page Non-Bleed Spread	15"	4-7/8"		
1/2 Page Bleed Spread	16"	4-7/8"	16-1/4"	5-1/8"



Add 1/8" bleed on all four sides and keep trim marks out of the bleed area.

To avoid trimming type and artwork, bring all in 3/8" from the trim dimensions above.

AD MATERIAL FILE FORMAT:
High Resolution PDF-X1a files with fonts and images embedded.



All colors and images must be CMYK.

• **Spot & Pantone** colors are not permitted. Please convert to CMYK.

• **Images must be high resolution** and SWOP compliant with a minimum resolution of 300 dpi.

Production Charges:
Artwork, copy edits and other advertiser requests are billed as required.

Material Storage:
Materials are stored by publisher for 1 year from issue date.

Cover Tips, Inserts, Gatefolds and other special executions.

Please contact production manager for details.

PLEASE UPLOAD YOUR AD PDF USING OUR AD PORTAL:

This ad portal will provide an environment where you can:

- Post your advertisements that will appear in the magazine
- 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 the 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 ad upload instructions.



PRODUCTION MANAGER | CONTACT INFORMATION

Drug Store News Jackie Batson
jbatson@ensembleIQ.com
224.632.8183