



PRINT SPECS

SUBMIT PRINT ADVERTISING

Ad Shuttle

All ads must be high resolution, press-ready PDF files submitted to the Grand View Media Ad Shuttle, our online ad submission portal. The Ad Shuttle can be found at www.AdShuttle.com/GrandViewMedia.

Information about creating press-ready PDF files is available on Ad Shuttle. Also available are PDF presets for InDesign and Quark that can be downloaded at no charge. We highly recommend using the presets for saving press-ready PDF files.

If you have any questions about acceptable file formats, please contact our advertising traffic manager or your sales representative.

Amanda Porter - Advertising Traffic Manager
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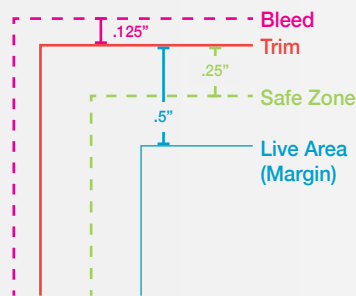
If sending material for an ad to be created by GVM, the advertiser must provide all text, photos and other graphics necessary for the construction of the ad. GVM does not possess a library of photos to be used in ad creation. Note, additional charges may apply for ad creation.

Print Advertising Specs

7.875 x 10.875 Trim Size

Ad Size	Width	Height	Width	Height	Width	Height
	(Live)		(Trim)*		(Bleed)	
2 Page Spread	14.75	9.875	15.75	10.875	16	11.125
Full Page	6.875	9.875	7.875	10.875	8.125	11.125
2/3 Vertical	4.5	9.875	-	-	-	-
1/2 Horizontal Spread	14.75	4.8125	15.75	5.3125	16	5.5625
1/2 Horizontal	6.875	4.8125	* All ads at trim size require a .125" bleed on all four sides. All dimensions are in inches. AD SIZES LISTED MAY NOT BE COMPATIBLE WITH ALL PUBLICATIONS			
1/2 Vertical	3.3125	9.875				
1/2 Island	4.5	7.3125				
1/3 Vertical	2.125	9.875				
1/3 Square	4.5	4.8125				
1/3 Horizontal	6.875	3.125				
1/4 Vertical	3.3125	4.8125				
1/4 Horizontal	6.875	2.25				
1/6 Vertical	2.125	4.8125				
1/6 Horizontal	4.5	2.3125				

Upper left-hand corner of page



Size

Your sales representative should supply you with your ad size.

Color

All ads should be supplied in either CMYK (Cyan, Magenta, Yellow & Black) or Grayscale (Black & White) color mode. RGB and PMS spot colors should not be used. Any elements not set as CMYK or Grayscale will be automatically converted to the appropriate color mode in our ad processing system. This may cause a change in the appearance of the images.

Artwork Resolution

Recommended resolution is 300 dpi at final crop dimensions for images. Images taken from websites often use a much lower resolution (72 dpi) and do not print clearly. Numerically enhancing resolution in Adobe Photoshop® or other software will not improve the clarity of the images.

File Type

A high-resolution, print-ready PDF is required. Production charges may be applied to process other file types received. Production charges are outlined on the Terms & Conditions page.

Bleed - .125" outside of trim.

Bleed is the printable area outside the trim line that will be cut away during the printing process to ensure a background color or graphic will run off the edge with no visible margin on the outside edge.

Trim - Document edge.

Trim is the size of the completed document from edge to edge. The trim size is the same as the document size in Adobe InDesign®. All ads that go to the trim edge should include a .125" bleed on all four sides.

Safe Zone - .25" from trim.

Safe zone is the area inside the trim line where no text or critical graphic should be.

Live Area (margin) - .5" from trim.

Non-bleed ads are positioned on the margin line.

