



GRAND VIEW
MEDIA

PRINT ADVERTISING SPECS



SUBMIT PRINT ADVERTISING

AD SHUTTLE

All ads must be high resolution, press-ready PDF files submitted to the Grand View Media Ad Shuttle, at AdShuttle.com/GrandViewMedia.

Information about creating press-ready PDF files is available on Ad Shuttle. A PDF preset for InDesign can be downloaded at no charge. We highly recommend using the preset for saving press-ready PDF files.

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.

ADVERTISING TRAFFIC MANAGER

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

Scott Nesmith
scottn@grandviewmedia.com

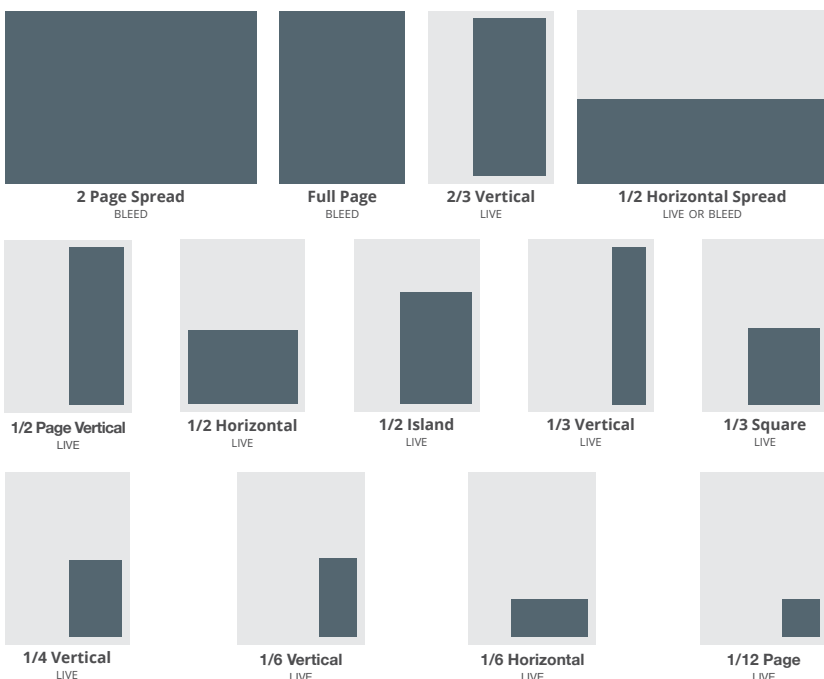




PRINT ADVERTISING SPECS

7.75 X 10.5 TRIM SIZE

Ad Size	Width	Height	Width	Height	Width	Height
	(Live)		(Trim)*		(Bleed)	
2 Page Spread	14.5	9.5	15.5	10.5	15.75	10.75
Full Page	6.75	9.5	7.75	10.5	8	10.75
1/2 Horizontal Spread	14.5	4.675	15.5	5.175	15.75	5.425
2/3 Vertical	4.4375	9.5	*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 Horizontal	6.75	4.675				
1/2 Vertical	3.25	9.5				
1/2 Island	4.4375	7.0625				
1/3 Vertical	2.125	9.5				
1/3 Square	4.4375	4.675				
1/4 Vertical	3.25	4.675				
1/6 Vertical	2.125	4.675				
1/6 Horizontal	4.4375	2.25				
1/12 Page	2.125	2.25				



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.

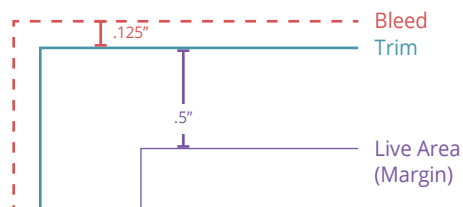
ARTWORK RESOLUTION

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.

Upper left-hand corner of 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.

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

Non-bleed ads are positioned on the margin line, .5" from the trim. All critical graphics and text should be positioned inside the margin lines.



DIGITAL ISSUE ADVERTISING SPECS

Ad Size	Width	Height	Width	Height
	Pixels (72 dpi)		Inches	
Full Page	1344	816	14	8.5
3/4 Square	720	612	10	8.5
1/2 Vertical	672	816	7	8.5
1/2 Horizontal	1344	395.52	14	4.12
1/3 Vertical	327	612	4.54	8.5
1/3 Horizontal	1344	276.192	14	2.877
1/4 Vertical	234	612	3.25	8.5
1/6 Square	324	297	4.5	4.12

SIZE

Your sales representative should supply you with your ad size.

COLOR

All ads should be supplied in RGB for digital use. Any elements not set as RGB 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 72 dpi at final crop dimensions for images. Numerically enhancing resolution in Adobe Photoshop® or other software will not improve the clarity of the images.

FILE TYPE

A flattened PDF is required. For any other file types please contact our ad traffic manager. Production charges may be applied to process other file types received. Production charges are outlined on the Terms & Conditions page.



Full Page



3/4 Square



1/2 Vertical



1/2 Horizontal



1/3 Vertical



1/3 Horizontal



1/4 Vertical



1/6 Square