

2019

# PRODUCTION SPECIFICATIONS



## PRODUCTION

### PROOFS

All files must be accompanied by a single page, composite color proof. Otherwise, the publisher is not responsible for color accuracy. If you supply proofs for color guidance they must be: Digital, Press, or Off-press proofs which meet SWOP specifications. Supplied color lasers will be used as a "content guide" only. The magazine can output a proof for an advertiser if one is not supplied (available upon request) but charges will apply.

### GUTTER ALLOWANCE FOR SPREAD ADS

For a spread ad that involves a cover page (e.g. c2 and pg. 1), the gutter allowance is .25" for each page of the spread. For spreads across two interior text pages, the gutter allowance is .0625" for each page of the spread.

### PDF REQUIREMENTS









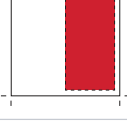
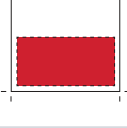
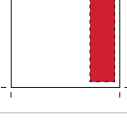

- All high-resolution images and fonts must be included when the PDF/X1a file is saved.
- Scanned images must be high-resolution (between 200 and 400 dpi), saved as CMYK as a TIFF (no RGB or JPEG graphics).
- All fonts must be embedded in the PDF and be Type 1 (not TrueType).
- Double check the exact size of your advertisement. Bleeds must be .125" beyond the outside trim for bleed ads.
- Files must be Right Reading, Portrait Mode only. 100% size, no rotations, must include crop marks.
- Turn off any security for the PDF.

### SEND PRINT MATERIALS TO:

Jacquetta Williams, *Leader's Edge* Advertising Services  
701 Pennsylvania Ave. NW, Suite 750  
Washington, D.C. 20004

[jacquetta.williams@ciab.com](mailto:jacquetta.williams@ciab.com)  
202.662.4308 Direct Line

## DIMENSIONS

SAFE AREA 	TRIM 	BLEED 
		<b>FULL PAGE BLEED</b> TRIM: 10.75" x 10.75" SAFE AREA: 10" x 10" BLEED: 0.125"
		<b>FULL PAGE NON-BLEED</b> TRIM: 10.75" x 10.75" SAFE AREA: 10" x 10"
		<b>SPREAD BLEED</b> TRIM: 21.5" x 10.75" SAFE AREA: 20" x 10" BLEED: 0.125" (see gutter allowance)
		<b>SPREAD NON-BLEED</b> TRIM: 21.5" x 10.75" SAFE AREA: 20" x 10" (see gutter allowance)
		<b>2/3 VERTICAL</b> TRIM: 10.75" x 10.75" SAFE AREA: 6.25" x 9.5"
		<b>1/2 VERTICAL</b> TRIM: 10.75" x 10.75" SAFE AREA: 4.625" x 9.5"
		<b>1/2 HORIZONTAL</b> TRIM: 10.75" x 10.75" SAFE AREA: 9.5" x 4.625"
		<b>1/3 VERTICAL</b> TRIM: 10.75" x 10.75" SAFE AREA: 3" x 9.5"
		<b>1/3 SQUARE</b> TRIM: 10.75" x 10.75" SAFE AREA: 4.625" x 4.625"