

# Print Production Specifications

## 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.

## SPREAD GUTTER ALLOWANCE

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

- > **File Type:** PDF/X1a. All high-resolution images and fonts must be included when the PDF/X1a file is saved.
- > **Images:** High-res images (including logos) must be at least 300 dpi. Make sure all images are linked before creating PDF files.
- > **Color:** All files must use CMYK process colors. Convert any spot colors not intended to print into CMYK. RGB elements must be converted to CMYK. This includes all images, fonts and graphics.
- > **Fonts:** All fonts must be fully embedded (no subsets) in the PDF file.
- > **Document Settings:** Files must be Right Reading, Portrait Mode only. 100% size, no rotations, must include crop marks.

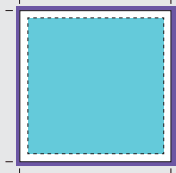
**SEND PRINT MATERIALS TO:** jacquetta.williams@ciab.com  
202.662.4308 Direct Line

## DIMENSIONS

SAFE AREA  TRIM  BLEED 

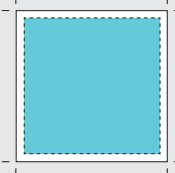
### FULL PAGE BLEED

TRIM: 10.75" X 10.75"  
SAFE AREA: 10" X 10"  
BLEED: 0.125"



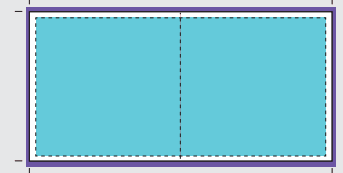
### FULL PAGE NON-BLEED

TRIM: 10" X 10"  
SAFE AREA: 10" X 10"



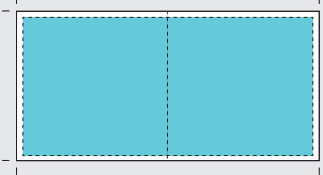
### SPREAD BLEED

TRIM: 21.75" X 10.75"  
SAFE AREA: 20" X 10"  
BLEED: 0.125"  
(see spread gutter allowance)



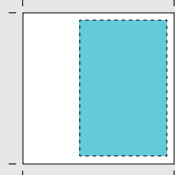
### SPREAD NON-BLEED

TRIM: 20" X 10"  
SAFE AREA: 20" X 10"  
(see spread gutter allowance)



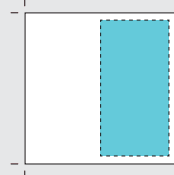
### 2/3 VERTICAL

TRIM: 6.25" X 9.5"  
SAFE AREA: 6.25" X 9.5"



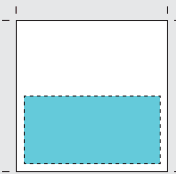
### 1/2 VERTICAL

TRIM: 4.625" X 9.5"  
SAFE AREA: 4.625" X 9.5"



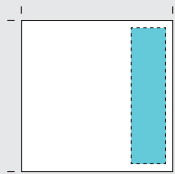
### 1/2 HORIZONTAL

TRIM: 9.5" X 4.625"  
SAFE AREA: 9.5" X 4.625"



### 1/3 VERTICAL

TRIM: 3" X 9.5"  
SAFE AREA: 3" X 9.5"



### 1/3 SQUARE

TRIM: 4.625" X 4.625"  
SAFE AREA: 10" X 10"

