

DETAILS & SPECS

Full Page Ad 8.375" w x 10.875" h	1/3 Page (H) 5.0833" w x 4.8" h	1/6 Page (V) 2.392" w x 4.8" h	2/3 Page (V) 5.0833" w x 9.75" h	1/3 Page (V) 2.392" w x 9.75" h	1/3 Page (V) 5.0833" w x 7.275" h
Full Page Ad w/bleed 8.5" w x 11" h					
Back Cover 8.375" w x 8.125" h					
	1/2 Page (H) 7.625" w x 4.8" h				
					1/6 Page (H) 5.0833" w x 2.325" h



MECHANICAL SPECIFICATIONS

- . (V) – vertical ads, (H) – horizontal ads
- . Bleeds available on full page and premium ad placements, including inside front cover and back cover ads.
- . Printing process: Web offset.
- . Bindery: saddle stitch.
- . All type and other live matter not intended to bleed.
- . Live area is 7.75" w x 9.875" h.

FILE REQUIREMENTS

- . NO spot colors. All colors must be CMYK.
- . Files names MUST contain advertiser name or abbreviation (i.e. funhut_qtr.pdf). NO generic file names (i.e. visitors_guide_ad.pdf). This assures there are no naming conflicts and the proper ad is run.
- . Please use three-letter extension on all file names.
- . High-resolution means photos originate at 266 dpi or higher — 300 dpi preferred, and line art bitmaps at least 600-1200 dpi. This also applies to raster effects such as transparency and shadows which must be set at 300 dpi.

PDF FILES PREFERRED

PDF files must be high resolution, fonts embedded, CMYK and built to the exact ad dimensions (no crop marks, info slugs, white space or other extraneous non-ad material). Premium full page bleed PDF files should be built to the exact bleed size of 8.625" w x 11.125" h. Premium back cover bleed PDF file should be 8.625" w x 8.375" h — PDF documents may be converted to Photoshop TIFF or EPS files.

NATIVE FILES

- . PDF/X1a is the preferred file format for the file submission
- . InDesign (CS6) files are supported. Native InDesign files require all linked files and OFT or Adobe Type 1 Postscript fonts for Macintosh. Finished files will be distilled into PDFX/1a compliant files.
- . Adobe Illustrator (any v6.0 through CS6).
- . QuarkXPress and Pagemaker files are no longer supported.
- . Word and MS Publisher files NOT accepted or supported.

ACCEPTABLE MEDIA

- Please provide electronic materials:
- . Materials sent via email must be compressed. Maximum email attachment 10 MB. Send to hannah@stevenspointarea.com.
 - . CD-ROM(s) or flash drives

Files not meeting publications specifications may require modification at the advertiser's expense. Advertising production is billed at \$100/hour, in 15 minute increments.