

strategy

MECHANICAL REQUIREMENTS

EFFECTIVE / **JULY 2017**

PLEASE ENSURE THAT YOUR ADVERTISING DESIGNER IS AWARE OF AND ADHERES TO THESE SPECS.

AD SIZES (W x H)	Live Area (Non Bleed)	Trim Area	Bleed Area
Double-Page Spread	16-3/8" x 10-1/2" (416mm x 267mm)	16-3/4" x 10-7/8" (425mm x 276mm)	17" x 11-3/8" (432mm x 289mm)
Full Page	8" x 10-1/2" (203mm x 267mm)	8-3/8" x 10-7/8" (213mm x 276mm)	8-5/8" x 11-1/8" (219mm x 283mm)
1/2 Page Horizontal assuming bottom of page	8" x 5" (203mm x 127mm)	8-3/8" x 5-3/16" (213mm x 132mm)	8-5/8" x 5-5/16" (219mm x 135mm)
1/2 Page Vertical specify left or right	3-7/8" x 10-1/2" (98mm x 267mm)	4-1/16" x 10-7/8" (103mm x 276mm)	4-5/16" x 11-1/8" (109mm x 283mm)
1/3 Page Horizontal assuming bottom of page	8" x 3-1/2" (203mm x 89mm)	8-3/8" x 3-11/16" (213mm x 94mm)	8-5/8" x 3-15/16" (219mm x 100mm)
1/3 Page Vertical specify left or right	2-3/4" x 10-1/2" (70mm x 267mm)	2-15/16" x 10-7/8" (75mm x 276mm)	3-1/16" x 11-1/8" (78mm x 283mm)
1/4 Page Horizontal	8" x 2-1/4" (203mm x 57mm)	8-3/8" x 2-5/8" (213mm x 67mm)	8-5/8" x 2-7/8" (219mm x 73mm)

* Production charges for file preparation, pre-flight, trouble shooting & processing for the first insertion of all new ad material are included in rates. Additional designer time for any ad size is \$50/hr • Should your preflighting exceed 1 hr you will be advised of additional charges • We reserve the right to refuse any and all ad material that is not delivered to specifications.

MECHANICAL REQUIREMENTS

Acceptable formats:

PRINT-OPTIMIZED PDFs

Please embed all fonts

PDFs must not contain RGB, LAB or Indexed colors—only CMYK

At your request, we can supply print-quality Acrobat Distiller job options to ensure the best quality PDF file

NOTE: We can't check detailed trapping in print-quality PDFs. Please ensure that all colors are trapped correctly prior to writing your PDF.

NATIVE INDESIGN FILES

Include all artwork, EPS files, TIFF files, and all fonts

ADOBE ILLUSTRATOR FILES

Please outline all fonts and embed all EPS or TIFF images

EPS OR TIFF

Not recommended for ads with small type

GENERAL NOTES:

- Please ensure that all colors are defined as process (CMYK), unless a spot color is specified.
- All color pictures should be converted to CMYK (no RGB), and should contain no JPEG encoding.
- Grey-scale and color images should be scanned at a minimum line-screen of 266 DPI.
- There will be a US\$50 production charge per ad for file preparation, pre-flight, trouble-shooting and processing.
- Strategy does not accept responsibility for reproduction when materials supplied do not meet the above specifications.
- Strategy reserves the right to charge back to the Advertiser or Agency costs of all work incurred for conversion of material supplied into these specifications.

CONTACT

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