

Print Advertising SPECIFICATIONS

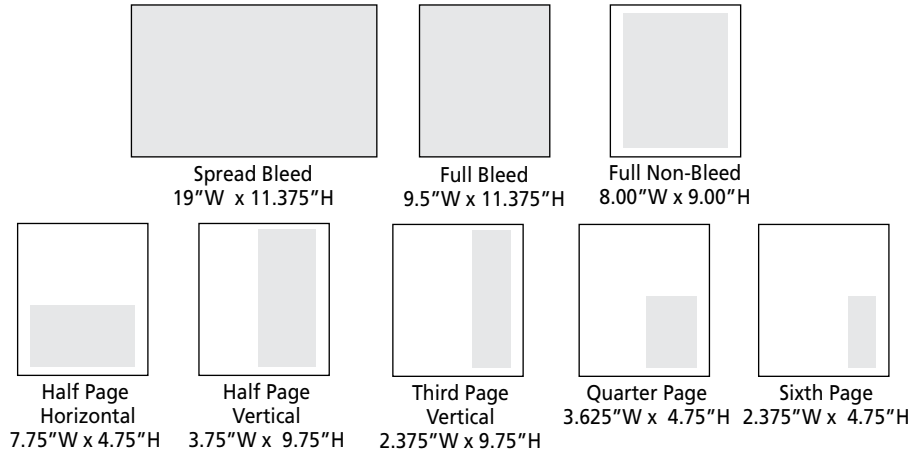
Setting up your ad file is crucial to getting the best print results. Please follow the sizes and detailed set up information below to ensure the best quality with your print ad.

PRINT AD SIZES

Magazine Trim Size: 9" x 10.875"

AD SIZE WIDTH.....DEPTH

Spread Bleed.....	19"	11.375"
Full Bleed.....	9.5"	11.375"
Full Non-Bleed.....	8.00"	9.00"
Half Page Horizontal...	7.75"	4.75"
Half Page Vertical.....	3.75"	9.75"
Third Page Vertical....	2.375"	9.75"
Quarter Page.....	3.625"	4.75"
Sixth Page.....	2.375"	4.75"



MATERIAL DUE DATES

ISSUE	MATERIAL DUE
January	12/10/21
February	01/13/22
March	02/11/22
April	03/11/22
May	04/12/22
June	05/12/22
July	06/13/22
August	07/12/22
September	08/12/22
October	09/15/22
November	10/12/22
December	11/11/22

FILE CREATION GUIDELINES:

Color:

CYMK All colors should be created in the cymk format. Please make sure **NO SPOT COLORS** are in use in the document. Although we can convert spot colors to the CMYK format, it is considered best practice to convert them before creating the PDF file.

Rich Black Usage: Our recommended **RICH BLACK BUILD IS C-60 M-40 Y-30 K-100**.

Only use this build for large, solid areas of black coverage. **DO NOT** use this build for body copy, thin lines or small elements.

Bleeds for Full and Spread ad sizes: Allow **0.25 inch** past the trim size for all full-page bleed ads. We need a minimum of 0.125" bleed, but prefer 0.25" bleed. If you send files with less than 0.25" bleed and there are elements close to trim there is a risk of copy being cut off during the trimming process. **ALL COPY, LOGOS AND IMPORTANT INFORMATION SHOULD BE AT LEAST 0.5 INCH IN FROM TRIM.** Bleeds are not needed for fractional ad pages.

Margins: We ask that you do not place anything important less than 0.25" from trim, especially type. **TRIM IS THE TOP, BOTTOM AND FACE OF THE PAGE.** If type, images and/or page numbers are within 0.25" of trim, it is possible for it to be cut off.

Ad Sizes: Sizes for all ads are noted in the charts above. **Please make sure your ad is in the correct size prior to submission of your ad material.**

Crop Marks: We ask for **NO** crop marks as trim boxes are defined within PDFs if they are exported from the Adobe products or Quark. If you want to include them, they **MUST** be offset 0.25" to ensure that they are outside of the bleed area.

Registration Color: **NEVER** use the color "Registration" that is in the Swatches palette. This is 100% of all colors and will not output correctly.

Auto Color: Files and page elements that have been imported from this color behaves like "Registration" color and will not output correctly.

Image Resolution: **300 dpi** final size is recommended for images. Enlarging images will decrease the effective resolution while reducing images will increase the effective resolution. Images under 300 dpi can result in poor quality print with bitmap or grainy appearance. The quality of the original image will be a factor in how it will re-produce. Up-sampling images in Photoshop will not necessarily increase the quality.

Accepted Files: **TIF, PDF, JPG**

All fonts must be embedded and file must be flattened. Ad files created in Word or Publisher will not be accepted.

AD SUBMISSION: Send ad files to heidi@wasteadvantagemag.com Files too large to e-mail, please contact the production department for instructions at (800) 358-2873, Ext. 8.