

Printing Specs

All publications

Mechanical Requirements

All Publications	Wide x Deep
Full page finished trim size	7.875" x 10.5"
Full page (copy) live area*	7" x 9.75"
<i>*Live area keep reading matter .25" from gutter and trim edge.</i>	
Two-page spread ad	
Two-page spread ad with bleeds	16" x 10.75"
Two-page spread ad without bleeds	14.875" x 9.75"
<i>(Keep all text and images at least .25 away from gutter and no text which runs into the gutter. Allow .75" for gutter)</i>	
Full page ad	
Full page ad with bleeds	8.125" x 10.75"
Full page ad without bleeds	7" x 9.75"
Half page ad	
Half page ad – no bleeds	4.7" x 7.325"
One-third page ad	
One-third page ad – no bleeds	4.7" x 4.875"

Crop/Registration Marks:

All marks should be offset from the trim edge of the document by at least 1/8 inch to avoid appearing in the final product.

Spread alignment:

Facing pages should be used in the page layout program to ensure the spreads line correctly. The final pdf should be created as single pages and not as reader spreads.

Bleed Allowance:

All artwork that meets the trim edge of pages should be extended at least 1/8 inch beyond the page edge. No bleeds on fractional ads.

Checklist:

- Ads should be high resolution, print quality PDFs. Save file as PDF X-1a if possible or "press ready."
- Color sequence and all linked images should be CMYK
- Color and grayscale images should be as close to **300 dpi** as possible.
- Line art should be 1200 dpi.
- Maximum ink density 280 dpi.
- Create spreads as single pages.
- We require 3/16" for type and image safety area. All text and images that do not bleed need to be at least 3/16" (.1875") inside of trim.
- Fonts 6 pts. or smaller should be one color black (not rich black cmyk black). If you want the text to look gray, it should be 70% black so it is one color. **No thin font types. Use san serif type fonts.**
- Include all fonts, both screen and printer, linked images/artwork and a color proof.
- If ad is black and white, turn off cyan, magenta and yellow separations and make sure images are one color black.
- Show all art, trim and bleed boxes on PDFs.

Ad material should be (choose one):

Uploaded to FTP Site CONTACT: Production@AmeriForceMedia.com

Emailed to Production@AmeriForceMedia.com

Any production questions Please e-mail our production manager at Production@AmeriForceMedia.com

