

# Printing Specs

All publications

## Mechanical Requirements

### All Publications

### Wide x Deep

Full page finished trim size	7.875" x 10.375"
Full page (copy) live area*	7.375" x 9.625"

\*Live area keep reading matter .25" from gutter and trim edge.

### Two-page spread ad

Two-page spread ad with bleeds	16" x 10.625"
Two-page spread ad without bleeds	14.875" x 9.625"

(Keep all text and images at least .25" away from gutter and no text which runs into the gutter. Allow .75" for gutter)

### Full page ad

Full page ad with bleeds	8.125" x 10.625"
<i>(Full page trim size with .125" all sides)</i>	
Full page ad without bleeds	7.375" x 9.625"

### Half page ad

Half page ad – no bleeds	4.6" x 7.2"
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### One-third page ad

One-third page ad – no bleeds	4.6" x 4.75"
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### Cover strip ad (placed at the bottom of the page)

Trim size	7.875" x 1"
Bleed size (3-sided .25" bleed, sides and bottom)	8.375" x 1.25"
Live area (.25" from sides and bottom, .125" from top)	7.4" x .625"

### 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

