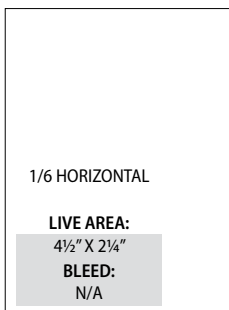
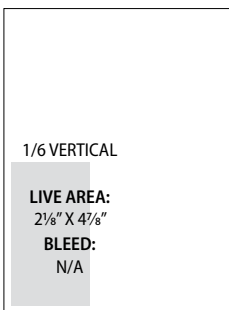
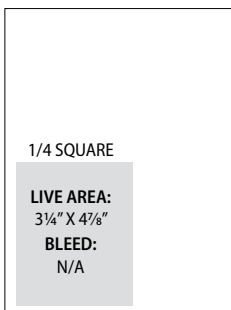
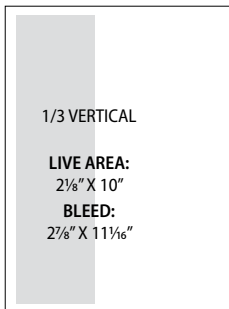
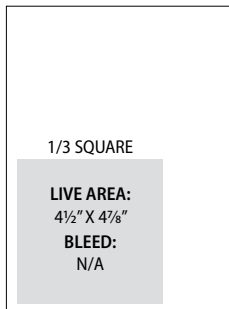
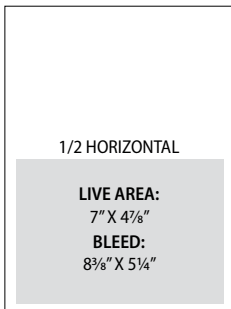
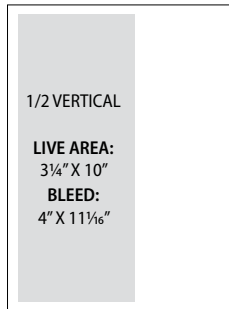
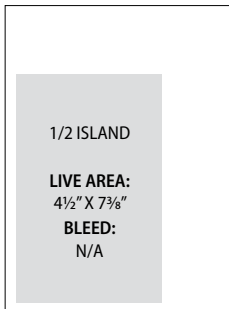
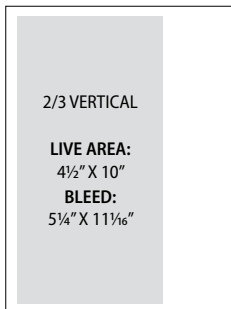
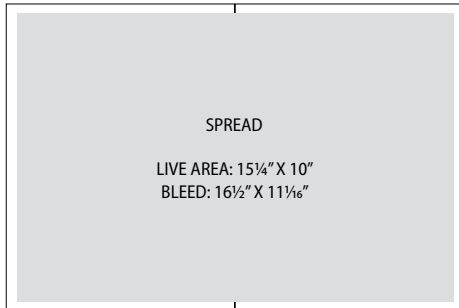
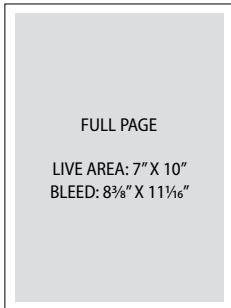


## Print Advertising Specifications



**Note:** Please include crop marks on all ads.

### SPECIFICATIONS

**Magazine Trim Size:** 8 1/8" x 10 13/16"

**Bleed Size:** 8 3/8" x 11 1/16"

(Keep all live matter 1/2" from gutter and 3/8" from trim edges.)

**Printing Process:** Web offset

**Binding:** Perfect bound

**Stock:** 40 lb. machine-coated

**Color Format:** Four Color, Black & White, Grayscale

### DIGITAL FILES

**Format:** PDF (PDF/x-1A preferred), jpeg, tiff, eps; include crop marks on all ads

**Color and Resolution:** Image files should be saved as CMYK or Grayscale at 300dpi; RGB and Spot colors should be converted to CMYK

**Fonts:** All fonts must be embedded within the PDF file

**FTP submission:** Upload up to 20-MB files electronically to [www.nsc.org/advertisers](http://www.nsc.org/advertisers); send a SWOP-approved hard copy proof. Publisher will not be held liable for any color discrepancies if a SWOP-approved proof is not provided.

