

## **Print Advertising Specifications**

FULL PAGE

LIVE AREA: 7" X 10" BLEED: 8" X 10 34" SPREAD LIVE AREA: 15" X 10" BLEED: 15 ¾" X 10 ¾"

2/3 VERTICAL

LIVE AREA: 4 1/2" X 10" BLEED: 5" X 10 3/4" 1/2 ISLAND

N/A

LIVE AREA: 3 %" X 10"
4 ½" X 7 %" BLEED: 3 3 %" X 10 3 %"

1/2 HORIZONTAL

LIVE AREA: 7" X 4 7/8" BLEED: 8" X 5 1/4" 1/3 SQUARE

LIVE AREA:
4 ¼" X 4 ½"

BLEED:

1/3 VERTICAL

LIVE AREA:
2 1/8" X 10"

BLEED:
2 3/4" X 10 3/4"

1/2 VERTICAL

1/4 SQUARE

LIVE AREA:
3 ¼" X 4 ½"

BLEED:
N/A

1/6 VERTICAL

LIVE AREA:
2 1/8" X 4 7/6"

BLEED:
N/A

1/6 HORIZONTAL

LIVE AREA:
4 ¼" X 2 ¼"

BLEED:

N/A

Note: Please include crop marks on all ads.

ISIDORA HERNANDEZ

Advertising Sales Support

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## **SPECIFICATIONS**

Magazine Trim Size: 7 ¾" x 10 ½"

Bleed Size: 8" x 10 3/4"

(Keep all live matter  $\frac{1}{2}$ " from gutter and  $\frac{3}{8}$ "

from trim edges.)

**Printing Process:** Web offset

Binding: Perfect bound

Stock: 38 lb. machine-coated

Color Format: Four Color, Black & White,

Grayscale

## **DIGITAL FILES**

**Format:** PDF (PDF/x-IA 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 *nsc.submittable.com/sub-mit/186757/safetyhealth-advertiser-file-upload*; 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.

