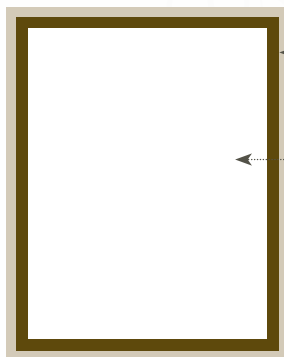


# MECHANICAL SPECIFICATIONS FOR ADVERTISERS SUPPLYING PRESS-READY ADS

Full Page



## TRIM SIZE:

Trim size of the magazine is  
9" w x 10.875" h, perfect-bound

## LIVE AREA:

Text and images must be at least .5"  
away from trim on all sides so nothing  
gets cropped when file goes to press.

## BLEED:

Please add .125" beyond trim on all sides.  
(Applies ONLY to full-page and spread ads.)

2/3 Page



1/2 Page V



1/2 Page H



1/4 Page



1/6 Page



## 2-Page Spread

Bleed: 18.25" w x 11.125" h  
Trim Size: 18" w x 10.875" h  
Live Area: 17" w x 9.875" h

## Full Page

Bleed: 9.25" w x 11.125" h  
Trim Size: 9" w x 10.875" h  
Live Area: 8" w x 9.875" h

## 2/3 Page\*

5" w x 9.875" h

## 1/2 Page Vertical\*

3.75" w x 9.875" h

## 1/2 Page Horizontal\*

7.625" w x 4.875" h

## 1/3 Page\*

2.46" w x 9.875" h

## 1/4 Page\*

3.75" w x 4.875" h

## 1/6 Page\*

2.46" w x 4.875" h

## FILE PREPARATION:

For full-page or spread ads, include all  
standard trim, bleed, and center marks outside the live image  
area.

## PREFERRED DIGITAL FILE FORMAT:

PDF/X1a, with high-resolution CMYK

## RESOLUTION:

300 DPI (All images must be 300 DPI when  
placed in ad layout.)

## COLOR MODE:

CMYK, 4/C process or grayscale images  
and all fonts embedded

## PRINTING METHOD:

Web offset, SWOP standards

## AD DELIVERY MODES:

- Upload your press-ready ad to our ad portal:  
<https://pleinairmagazine.wufoo.com/forms/ad-material-submission/>
- E-mail file to your *PleinAir* Marketing Specialist
- Share file via Dropbox, Hightail, Google Drive, or any other file  
transfer program

## Need help designing an ad?

Contact your *PleinAir* Marketing Specialist for  
production charges, details, and deadlines, or e-mail  
us at [marketinginfo@streamlinepublishing.com](mailto:marketinginfo@streamlinepublishing.com)  
for more information.

\*No bleed. Build to actual size.

# AD MATERIAL GUIDELINES FOR ADVERTISERS REQUIRING DESIGN ASSISTANCE

**PleinAir**  
MAGAZINE™

It is not required, but it's always helpful to have an example or a mockup of an ad.

## AD MATERIALS DELIVERY MODES:

- Upload your press-ready ad to our ad portal:  
<https://pleinairmagazine.wufoo.com/forms/ad-material-submission/>
- E-mail file to your *PleinAir* Marketing Specialist
- Share file via Dropbox, Hightail, Google Drive, or any other file transfer program

## IMAGES & LOGOS:

Supply high-resolution images — JPG or TIF in CMYK mode, at least 300 dpi, large enough to print at 100%.

For example: If you have a full-page ad, please make sure the image is large enough to fill the page at 100%.

## TEXT/COPY:

Ad copy must be provided in an editable format in either a Word document or in the body of an e-mail (preferred).

Please include the following:

- Title, size, medium of artwork
- Contact information
- Any additional copy you would like to include in your ad.

Contact your *PleinAir* Magazine Marketing Specialist for more information, or e-mail us at [marketinginfo@streamlinepublishing.com](mailto:marketinginfo@streamlinepublishing.com).

## FONTS:

If advertiser has specific fonts to use in ad, please provide font file or name of font. We will do our best to match as closely as possible if we do not have the specific font.

## COLOR:

If advertiser has specific color preferences, please provide a visual reference or CMYK percentages of color.

## APPROVAL PROCESS:

*PleinAir* will send an initial PDF proof for approval, and each advertiser receives up to two complimentary revision proofs. Production charges apply after two rounds of revisions (unless an error is made by *PleinAir*).

