

AD SIZES	Live Area (WxH)	Trim Size (WxH)	Bleed (WxH)
2 page spread	15" x 10"	15.5" x 10.75"	16" x 11.25"
Full Page	7" x 10"	7.75" x 10.75"	8.25" x 11.25"
2/3 Page	4.625" x 10"	5" x 10.75"	5" x 11.25"
1/2 Horizontal	7" x 4.875"	7.75" x 5.375"	8.25" x 5.875"
1/2 Vertical	4.625" x 7.5"	—	—
1/3 Square	4.625" x 4.875"	—	—
1/3 Vertical	2.25" x 10"	—	—
1/6 Horizontal	4.625" x 2.312"	—	—
1/6 Vertical	2.25" x 4.875"	—	—

MECHANICALS

Printing Process: Web Offset

Trim Size: 7.75" x 10.75"

Binding: Saddle-stitched

MACINTOSH SUPPORTED SOFTWARE

- APDF files **must be** version 1.3 (PDF/X-1a)
- Creative Suite 5.0
- QuarkXpress 8.5

FONTS

- Always use real typeface. Do not use application to apply styles (i.e. bold, italic, outline, shadow, underline).
- Black type should be 100% black.

FILE REQUIREMENTS

- High resolution 300 dpi.
- LPI is 150.
- Maximum ink density is 280%.

E-MAIL DELIVERY

- E-mail to: ataylor@haMediaGroup.com

UPLOAD INSTRUCTIONS

- Must be compressed or zipped.
- <http://ads.haMediaGroup.com>

DISCLAIMER

- Any reflowing of text in layout because file was not ripped through a high-end output device, 600 dpi or above, will not be the responsibility of the magazine.
- White color is only available as a knock out.
- QR Codes and Microsoft tags are accepted. QR Code should be 100% and set to overprint. Background behind items must be white with minimum clear space of .125". Must be specifically designated on the ad insertion order and in instructions when ad materials are submitted.

Complete advertising specifications can also be found at <http://www.haMediaGroup.com/specs>. For additional information call (402) 592-5000 ext. 294 or ext. 456.

