

Inspirational Gift Trends **DIGITAL SPECIFICATIONS**

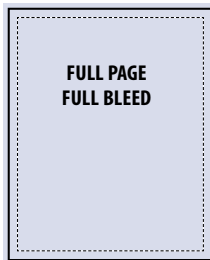
Your designer must be aware of digital ad guidelines and ad material due dates in order to avoid artwork problems and our \$100.00 late artwork fee.

Material Specifications

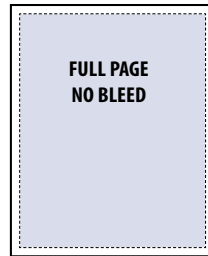
1. Trim and bleed sizes: Trim size 8" W x 10-1/2" H. Bleed page size 8-1/4" W x 10-3/4" H. Important illustrations and type matter should be kept 3/8" from trim and 3/8" from gutter.
2. Line screen: 150.
3. Electronic media required: MAC format. Applications: InDesign, QuarkXpress, Photoshop EPS or TIFF, Illustrator EPS. Images: EPS, TIFF. Color: CMYK. Call for full digital guidelines: (407) 333-0600, ATTN: Ad Traffic Coordinator or visit us on the web at <http://www.strang.com/mediacentral/>.
4. Proof required: SWOP certified press-quality proof must be provided for color guarantee according to industry standards. Full list of acceptable proofs available on the digital guidelines. Once an ad is placed on the FTP site, please email corresponding ad traffic coordinator a PDF copy no larger than 5MB.
5. Method of printing: Web offset, 4-color process.
6. Binding: Saddle-stitched.
7. Advertiser will be billed for preparation charges when publication typesets advertisements, scans images, designs layouts, shoots photos, manipulates or corrects digital files, or performs other extensive preparation on advertising material (\$75 per hour).
8. Art prepared by Strang Communications and billed to the advertiser becomes the property of the advertiser. However, materials will be stored for 12 months and then destroyed unless instructed by advertiser at time of insertion.
9. Ad material and digital files will be returned to the advertiser if requested in writing. The cost of postage and handling will be billed to the advertiser.

Ads that bleed: Center **Live Image Area** horizontally and vertically between bleed dimensions. **Ads that do not bleed:** Use **Live Image Area** only.

 = **LIVE IMAGE AREA, 3/8" IN FROM TRIM**  = **BLEED SIZE**  = **TRIM SIZE**



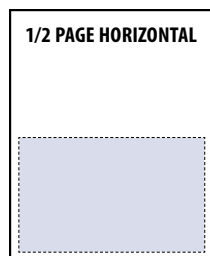
**FULL PAGE
FULL BLEED**
Trim Size: 8" w x 10 1/2" h
Bleed Size: 8 1/4" w x 10 3/4" h
Live Image Area: 7 1/4" w x 9 3/4" h



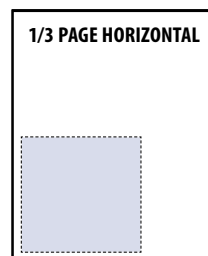
**FULL PAGE
NO BLEED**
Trim Size: 8" w x 10 1/2" h
No Bleed Allowance
Live Image Area: 7 1/4" w x 9 3/4" h



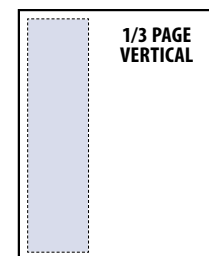
TWO-PAGE SPREAD
Keep Live Image Area 3/8" from gutter.
Not recommended to cross gutter with text.
Trim Size: 16" w x 10 1/2" h
Bleed Size: 16 1/4" w x 10 3/4" h
Live Image Area: 15 1/4" w x 9 3/4" h



1/2 PAGE HORIZONTAL
NO BLEED ALLOWANCE
Live Image Area: 7" w x 5" h



1/3 PAGE HORIZONTAL
NO BLEED ALLOWANCE
Live Image Area: 4 5/8" w x 4 3/4" h



1/3 PAGE VERTICAL
NO BLEED ALLOWANCE
Live Image Area: 2 1/4" w x 9 3/4" h