

Mechanical Specifications

- Trim Size: 8" x 10 ¾" (200 x 269 mm)

Full page: 8" x 10 ¾" (200 x 269 mm)
2 page Spread: 16 1/2" x 11" (410 x 275 mm) (bleed)
2 /3 Vertical: 4 ½" x 10" (114 x 254 mm)
1 /2 Vertical: 3 1/8" x 10" (86 x 254 mm)
1 /2 Horizontal: 7" x 4 7/8" (178 x 124 mm)
1 /2 Island: 4 ½ x 7 1/4" (114 x 184 mm)
1 /3 Vertical: 2 1/8" x 10" (57 x 254 mm)
1 /3 Square: 4 ½" x 4 7/8" (114 x 124 mm)
1 /4 Page: 3 3/8" x 4 7/8" (86 x 124 mm)
1 /6 Page : 2 1/8" x 4 7/8" (57 x 124 mm)
- Live Matter: 7" x 10" (178 x 254 mm). Live matter MUST be kept at least ¼" (6 mm) away from trim edges on bleed pages.
- Page Bleed: 8 ¼" x 11" (206 x 275 mm)
- Column Width : 3 column pages – 13 picas ; 2 columns – 20 ½ picas
- Printing Method: Web Offset: Perfect bound.
- Matchprints are REQUIRED on all four-color ads. Color cannot be guaranteed unless a matchprint is provided.

Shipping Instructions:

Jennifer Karras/Stone World
BNP Media

Email: karrasj@bnpmedia.com

Ftp: <http://upload.bnp.com>



Electronic/Digital File Specifications

It is the advertiser and/or agency's responsibility to ensure that all electronic or digital files submitted to BNP are produced in accordance to recommended specifications.

Platforms:

- Macintosh is preferred, but PC files are accepted if we have compatible software.
- InDesign, Quark, Photoshop and Illustrator files are accepted.
- You may submit high resolution pdf files as long as they are 300 dpi or more.

Document Size:

Crop marks for full page ads should be at trim size 8"x 10 3/4". Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 1/8" away from trim edges. Fractional ads should match sizes published in media kit.

Linked Files:

Include all linked graphics and any custom kern files with your application. Remove all unused pasteboard items.

Fonts:

Include all fonts used in creating the ad (both screen and printer fonts). **Note:** Non-Mac fonts will be replaced with similar fonts.

Graphics/Resolution:

- Resolution is at 300 dpi
- EPS, TIFF, or High Resolution PDF.
- All graphics should be supplied in TIFF or EPS format.

All 4-color images are saved as CMYK, not RGB or indexed color. Black and white images are saved as grayscale or a bitmap.

Media:

- CD rom
- Email: Please label your file with company name, size, color, and issue date. Send to: karrasj@bnpmedia.com
- Via FTP: The address is <http://upload.bnp.com>
- Postal Mail (for proofs only-ad file should be sent via email or ftp):

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