

Mechanical Requirements



AD SIZE	WIDTH	HEIGHT	BLEED SIZE	SPECIFICATIONS
Full page (non-bleed)	6-7/8" (6.875")	9-5/8" (9.625")	See bleed instructions**	Perfect Bound Magazine Trim Size: 7.875" x 10.5" Bleed Instructions: **Full-Page Bleed: Create document 7.875" x 10.5" Bleed artwork .125" all sides. **2-Page Spread Bleed: Create two Full-Page documents. Bleed artwork .125" on all outside edges. Live Matter Safety: Leave .25" from all trim edges. Gutter safety for type: .125" - .187" from each side of spread center. Add .125" bleed on outside edges.
2-page spread			See bleed instructions**	
2/3 page	4-1/2" (4.5")	9-5/8" (9.625")	5.125" x 10.75"	
1/2 Vert	3-5/16" (3.313")	9-5/8" (9.625")	3.938" x 10.75"	
1/2 Horz	6-7/8" (6.875")	4-11/16" (4.687")	8.125" x 5.312"	
1/2 Island	4-1/2" (4.5")	7-3/16" (7.187")	5.125" x 7.812"	
1/3 Vert	2-3/16" (2.187")	9-5/8" (9.625")	2.812" x 10.75"	
1/3 Square	4-1/2" (4.5")	4-11/16" (4.687")	5.125" x 5.312"	
1/4 page (vertical)	3-5/16" (3.313")	4-11/16" (4.687")	N/A	
1/4 page (horizontal)	6-7/8" (6.875")	2-5/16" (2.313")	N/A	
1/6 page (vertical)	2-3/16" (2.187")	4-11/16" (4.687")	N/A	
1/6 page (horizontal)	4-1/2" (4.5")	2-1/4" (2.25")	N/A	
1/8 page	3-5/16" (3.313")	2-5/16" (2.313")	N/A	

Electronic Files Preferred for All Ad Materials

ELECTRONIC FILES: (Macintosh Only)

Electronic files can be submitted on either CD or DVD. High-resolution PDFX-1a is the preferred format, but we will accept EPS (with type outlined) or application files: Quark XPress 6.1, Illustrator 11.0, Photoshop 8. If sending application files, please be sure to include all supporting links (images, logos, etc.) and fonts (printer & screen). Microsoft Publisher, Word, PowerPoint and Pagemaker are unacceptable formats. All color MUST be built in CMYK mode, not RGB. We will accept a PDF for proofing, but be aware that every monitor renders color differently. Publisher will not be responsible for color if a proof is not provided.

Digital ads may be e-mailed to Mike Miller: mike@goboating.com

Additional Charges: Advertiser-submitted files that are not output ready or do not meet our specifications will incur an additional prep charge of \$100 per hour, billable in quarter-hour increments.

INSERTS:

Rates available on request. Printed size of full-page inserts is 8.125" x 11". This includes .187" for head trim, .313" for foot trim, .125" for bind trim and .125" for face trim. Live matter should be .25" from all trim edges. All inserts must be approved by the publisher prior to deadline.

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