

## Digital Mechanical Specifications

**PRINTING:** Heat-set, web offset

**Binding:** Perfect Bound

**Trim Size:** 8" x 10 <sup>7/8</sup>"

**4 COLOR PROCESS:** 133 Line Screen. Overall printing maximum density of all colors cannot exceed 280%. All 4 color materials MUST be accompanied by SWOP certified color proof pulled from supplied materials. If you do not supply a proof, we will provide one at a charge of \$75.00. Preferred color proofs are: Kodak, Agfa, Fuji, Iris, Epson 5000, 7000, or 9000.

### DIGITAL ADS

*Additional production charges may be incurred if supplied ads do not follow listed specifications. Production charges are in addition to rate space. Contact the Production Manager for an estimate.*

**Accepted Media:** Ads may be uploaded via the web on our easy, quick ad uploader. Go to [www.mspcommunications.com](http://www.mspcommunications.com) and log in using the following:  
username: mspads  
password: sonic  
Then follow the instructions to upload. We also accept ads on CD or DVD.

**Acceptable desktop file formats:** QuarkXPress, Adobe Illustrator, Adobe PhotoShop and PDFs created with Acrobat Distiller ONLY (**please request additional specifications sheet for creating PDFs**). Files must be sent in **Mac Format only**.

**Images/Scans** should be 300 dpi saved as a TIFF or an EPS. NO JPEG images. NO Pantone/PMS or RGB colors. 72 dpi (i.e., images pulled from a website) are NOT acceptable. All images provided on disk must be in CMYK format and color corrected. We are not responsible for color on RGB or PMS files which must be converted to CMYK. Please make sure process separation is checked for all process color builds. BW scans should be saved as grayscale or bitmap.

**Accepted Fonts** (all printer and screen fonts must be included with all digital files): PostScript Type 1 or PostScript Type 3. NO TrueType fonts accepted. Use stylized fonts and do NOT use menu-styled fonts for bold, italic, or bold italic type. All fonts used in art files must be converted to outlines.

**Logos and Artwork** should be EPS. Avoid rotation and cropping of images in layout program. Do not nest EPS files in other EPS files.

Supply Quark "Collect for Output" or similar reports. Please print a directory of disk contents. Please include a contact name, phone, and address with all materials.

If uploading materials, please fax a printed copy of ad to 612-336-9281 or e-mail a PDF proof.

Please make sure document dimensions are correct. Build pages to trim size and, if bleed, extend dimensions beyond page edge by a minimum of 1/8". Keep live matter 5/16" from trim size.

All supplied materials must be labeled with return address and contact name in order to be returned. Electronic ads produced by MSP Communications Production Department are archived for 12 months.

Any questions should be directed to Carl Satrang, Production Director at 612-336-9260, [csatrang@mspmag.com](mailto:csatrang@mspmag.com).

### Standard Page Sizes (in inches)

Unit	Wide		Deep
Full Page ( <i>nonbleed</i> )	7	x	10
2/3 Vertical	4 <sup>5/8</sup>	x	10
1/2 Horizontal	7	x	4 <sup>7/8</sup>
1/2 Vertical	4 <sup>5/8</sup>	x	7 <sup>1/4</sup>
1/3 Square	4 <sup>5/8</sup>	x	4 <sup>7/8</sup>
1/3 Vertical	2 <sup>1/4</sup>	x	10
1/6 Horizontal	4 <sup>5/8</sup>	x	2 <sup>5/16</sup>
1/6 Vertical	2 <sup>1/4</sup>	x	4 <sup>7/8</sup>
1/12	2 <sup>1/4</sup>	x	2 <sup>5/16</sup>
1/24	2 <sup>1/4</sup>	x	1 <sup>1/8</sup>

### Bleed Specifications

Full page trim: 8" x 10 <sup>7/8</sup>". Allow 3/16" bleed. Full page bleed: 8 3/8" x 11 1/4". Live matter should be kept 5/16" from trim of magazine (7 3/8" X 10 1/4"). Two-page spread trim: 16" x 10 7/8". Two-page spread bleed: 16 5/8" x 11 1/4" (*Allow 1/8" in gutter of each page to compensate for loss of image area due to perfect-binding process.*)



