



MAGAZINE AD SPECIFICATIONS

AD DIMENSIONS (Effective with the September/October 2009 issue)

Printing Process: Process color (CMYK) on web offset. Cover line screen 150, text 133.

Binding Method: Perfect.

Publication Trim Size: 7-3/4" wide x 10-1/2" high.

Bleed Ads: Bleed measures 1/8" outside trim, all around.
Safety area is 1/8" inside trim, all around.

Full-Page Bleed: Bleed area measures 8" x 10-3/4", which adds 1/8" outside trim, all around. Safety area measures 7-1/4" x 10", which is 1/4" inside trim, all around.

Spread Bleed: Bleed area measures 15-3/4" x 10-3/4", which adds 1/8" outside trim, all around. Safety area measures 15" x 10", which is 1/4" inside trim, all around.
Gutter safety measures 1/4" each side of center.

Yankee Publishing Inc. is not responsible for trimmed live copy if live copy exceeds safety area.

NONBLEED

Nonbleed (width x depth in inches)	Live
Page	6-3/4" x 9-1/2"
Spread	14-3/4" x 9-1/2"
1/2 Horizontal Spread	14-3/4" x 4-1/2"
1/2 Horizontal Page	6-3/4" x 4-1/2"
2/3 Vertical	4-1/2" x 9-1/2"
1/3 Vertical	2-1/8" x 9-1/2"
1/3 Square	4-1/2" x 4-1/2"
1/6 Vertical	2-1/8" x 4-1/2"
1/6 Horizontal	4-1/2" x 2-1/8"
3-inch	2-1/8" x 3"
2-inch (1/12 page)	2-1/8" x 2"
1-inch	2-1/8" x 1"

BLEED

Bleed (width x depth in inches)	Bleed	Trim	Live
Page	8" x 10-3/4"	7-3/4" x 10-1/2"	7-1/4" x 10"
Spread	15-3/4" x 10-3/4"	15-1/2" x 10-1/2"	15" x 10"
1/2 Horizontal Spread	15-3/4" x 5-5/16"	15-1/2" x 5-1/4"	15" x 4-15/16"
** 2/3 Vertical	5" x 10-3/4"	** (4-7/8" x 10-1/2")	4-5/8" x 10"
** 1/2 Horizontal	8" x 5-5/16"	** (7-3/4" x 5-1/4")	7-1/4" x 4-15/16"
** 1/3 Vertical	2-5/8" x 10-3/4"	** (2-1/2" x 10-1/2")	2-1/4" x 10"

** Please place the live area in the middle of the bleed spec; this gives us plenty of leeway in placing the ad on the page, whether it be a left or right hand page. 08/09

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