

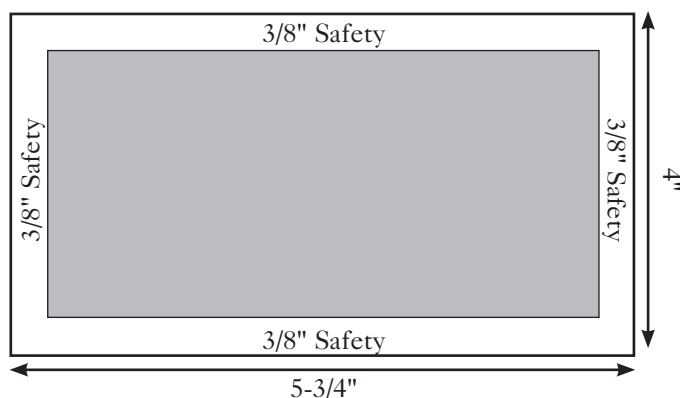


BIND-IN CARD ARTWORK-ADVERTISER; YANKEE-PRINTS

SPECIFICATIONS

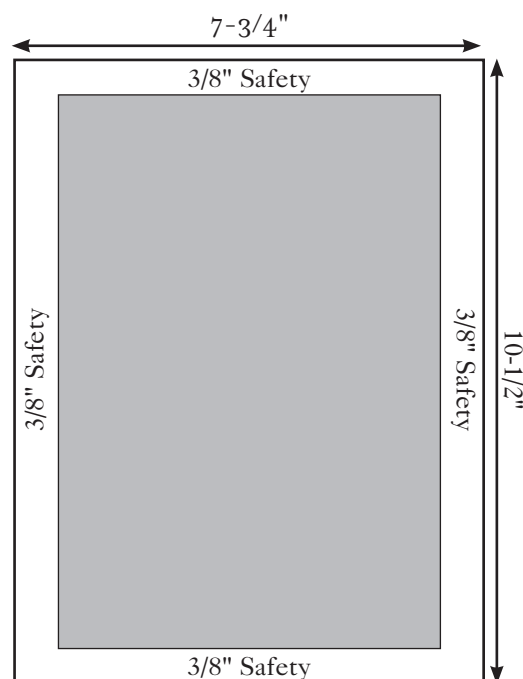
STANDARD-SIZE BIND-IN

- Return Size: 5-3/4" x 4"
Paper: 7-point, hi-bulk reply card, white
Color: side 1: 4/C process; side 2: black
Bleed: Minimum 1/8-inch bleed. Pull bleeds on all sides as necessary.
Safety: 3/8-inch inside trim all-around
Materials: Supply a PDF using the job options file found at YankeeMagazine.com/joboptions, or supply final file as InDesign CS2 or greater, QuarkXPress version 6.5 or greater. Include all fonts and graphics (effective resolution should be at least 300 dpi).



FULL-PAGE BIND-IN

- Size: 7-3/4" x 10-1/2"
Paper: 7-point, hi-bulk reply card, white
Color: side 1: 4/C process; side 2: black or 4/C process
Bleed: Minimum 1/8-inch bleed. Pull bleeds on all sides as necessary.
Perfs: Includes one vertical and/or horizontal perf to create a reply card or coupon
Safety: 3/8-inch inside trim all-around
Materials: Supply a PDF file using the job options file found at YankeeMagazine.com/joboptions, or supply final file as InDesign CS2 or greater, QuarkXPress version 6.5 or greater. Include all fonts and graphics (effective resolution should be at least 300 dpi).



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