

MECHANICAL SPECS

SPACE	LIVE / NON BLEED (WIDTH X HEIGHT)	BLEED (WIDTH X HEIGHT)	TRIM (WIDTH X HEIGHT)
2 Page Spread	13 1/2" X 9 1/2"	14" X 10 1/4"	14" X 10"
Full Page	6 1/2" X 9 1/2"	7 1/4" X 10 1/4"	7" X 10"
2/3 Page Vertical	4" X 9 1/2"	4 3/4" X 10 1/4"	4 1/2" X 10"
1/2 Page Horizontal	6 1/2" X 4 3/8"	7 1/4" X 5 1/8"	7" X 4 7/8"
1/2 Page Horizontal Spread	13 1/2" X 4 3/8"	14 1/4" X 5 1/8"	14 X 4 7/8"
1/3 Page Vertical	1 3/4" X 9 1/2"	2 1/2" X 10 1/4"	2 1/4" X 10"
1/3 Page Square	4" X 4 3/8"	4 3/4" X 5 1/8"	4 1/2" X 4 7/8"

FINAL TRIM SIZE: 7" W x 10" D

BLEED: 1/8"

BINDING METHOD: Perfect Bound

JOG POSITION: Foot

LIVE MATTER SAFETY: Leave 1/4"
from all trim edges

REQUIRED FILE FORMAT: PDF X1-a File

RESOLUTION: All color and grayscale photos:
300 dpi or better (save all color art in CMYK mode)

BLACK-AND-WHITE ART: 1200 dpi or better

INK COVERAGE: Maximum coverage 320%

RICH BLACK: Avoid using rich black in small text
(under 15 pt.)

SPOT COLORS: No spot colors
(Pantone) should be used

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specifications, and to submit your
ads electronically, go to
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POPULAR MECHANICS