

MECHANICAL SPECIFICATIONS

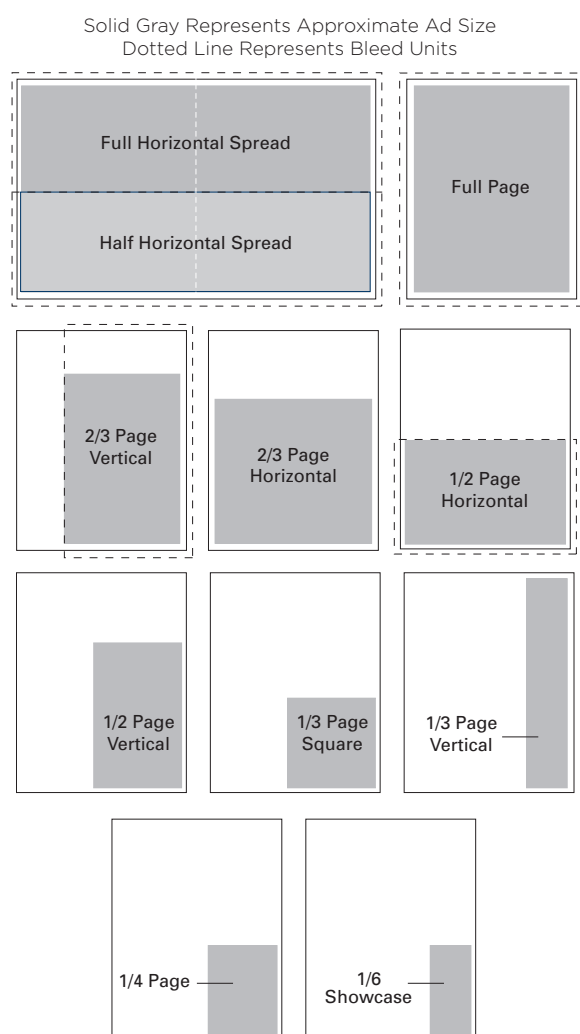
Magazine Trim Size: 8.125" x 10.875" (inches)

Magazine Bleed Size: 8.625" x 11.375" (inches)

There is a .25" bleed on all sides of the page.

Live Area: Keep all important text and images at least 0.5" (inches) away from the trim on all sides.

Rich Black: C=60, M=30, Y=30, K=100.



NON BLEED UNITS IN INCHES	WIDTH	HEIGHT
Spread (2 pages)	15.250	9.875
1/2 Page Horizontal Spread	15.250	4.875
Full Page	7.125	9.875
2/3 Page Horizontal	7.125	5.750
2/3 Page Vertical	4.690	8.600
1/2 Page Vertical	4.690	7.500
1/2 Page Horizontal	7.125	4.875
1/3 Page Vertical	2.250	8.600
1/3 Page Square	4.700	4.700
1/4 Page	3.600	4.300
Showcase (1/6 Page)	2.125	4.250
Classified	2.125	1, 2, 3
Target Charts Full Ad	2.24	4.19
Target Charts Half Ad	2.24	2.69
Product Center	3.50	2.30
1/2 Page Buyers Guide Ad (Horizontal Only)	7.125	4.87
1/4 Page Buyers Guide Ad (Vertical Only)	3.60	4.30

BLEED UNITS IN INCHES	WIDTH	HEIGHT
Spread (2 Pages)	16.750	11.375
Full Page	8.625	11.375
2/3 Page Vertical	5.400	11.375
1/2 Page Horizontal	8.625	5.375
1/2 Page Horizontal Spread	16.750	5.375

WEB SPECIFICATION: JPEG or GIF Format at 72 dpi

Leaderboard	728x90 pixels, Max 40K
Super Leaderboard	970x90 pixels, Max 40K
Wide Skyscraper	160x600 pixels, Max 40K
Banner	468x60 pixels, Max 15K
Big Box Unit	300x250 pixels, Max 30K
Button	120x60 or 120x100 pixels, Max 4K
Buyers Guide Logo	125x125 pixels, Max 4K

SITE CHANNEL SPECIFICATIONS

Company Logo for Navigation Bar	130x35 pixels
Big Box Unit	300x250 pixels

DIGITAL EDITION SPONSORSHIP SPECIFICATIONS

Company Logo	Max height .75"
.....	Max width 1.75" at 300 dpi
eNewsletter Banner	468x60 pixels, Max 15K

TOP 30 PLAQUE Company Logo 300 dpi, minimum 1" tall

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OF NOTE:

- The username and password are both case-sensitive. Please include the name of the company in the file name, so the file is easily identified.
- Copy and paste images into the "Incoming Files" folder, then the "DPS" folder.
- Please make sure files are 300 dpi or higher.
- If you are using a MAC, you will need Fetch software for the site to work properly. If you do not have the proper software, you can download a trial version of Fetch at: <http://fetchsoftworks.com/>

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