

Trim Size: 8 x 10.75

Printing Process: Web offset

Binding: Perfect Bound

Screens and Resolution: B/W 120 lpi, CMYK 133 lpi.
Effective resolution for color bitmap images should be 2X final line-screen or greater (ie: 2X 150 lpi = 300 lpi resolution)

Digital Ad Formats Accepted: We support files created in current versions of Adobe In-Design. Please inquire before submitting alternate program files or files generated from a PC. Include all fonts and supporting art (TIFF or EPS). \$100 fee for art that is not supplied according to these digital specifications.

Preferred Transfer Media:
CD-ROM, DVD or a Press-Ready PDF. All important live matter must be a minimum of 1/4" inside the final trim so live matter does not trim. Where bleed is required, allow 1/4" beyond trim.

For specifications, contact:
Bill Bowen, Octane Design
Phone: 248-399-1322, Fax: 248-399-1335
bill@octanedesign.com

MAGAZINE AD SIZES

	Width	Height
Full Page	7.125	10
Full Page Bleed	8	10.75 + add 1/4" bleed
Spread	15	10
Spread Bleed	16	10.75 + add 1/4" bleed
3/4 Page V	5.3	8.625
3/4 Page V Bleed	5.6875	10.75 + add 1/4" bleed
3/4 Page SQ	5.3125	6.4375
3/4 Page SQ Bleed	5.8125	7.8125 + add 1/4" bleed
1/2 Page V	3.5	8.625
1/2 Page V Bleed	4	10.75 + add 1/4" bleed
1/2 Page H	7.125	4.25
1/2 Page H Bleed	8	5 + add 1/4" bleed
1/4 Page V	1.625	8.625
1/4 Page SQ	3.5	4.25
1/8 Page V	1.65	4.25

Enhanced Listing Specs


Photo size: 1.65" x 1.25"

Photo resolution: 300ppi

Format: .jpg, .tiff, .psd

High-quality color photo required

No logos accepted



Your Company Name
Your company information here. Hours. Location. Phone. Website. Credit cards accepted.

ADD 1/4" ALL AROUND FOR BLEED ADS
For bleed ads, keep all live and/or critical matter 1/2" from the top, bottom and sides of trim (8 x 10.75).
1/4 page V, 1/4 page SQ and 1/8 page V are not available in bleed. On all spreads, avoid splitting type characters and critical alignment of illustrations through gutter.

