

# PRODUCTION REQUIREMENTS

2007

**Bleed:** 1/8" beyond trim. Keep live matter 1/4" from trim edge.

**Digital files are preferred.**

Adobe PDF files are preferred.

Native application files in Illustrator,

Quark or Photoshop are accepted.

Font and graphic files are required for all files.

Minimum resolution of 300 dpi at 100% is required.

Store all documents in one self-extracting Stuffit or Zip folder.

**Submissions:** All Submissions must be accompanied by a hard-copy proof and complete format details.

**Covers:** Process color only. Body: 4A Standard colors. Matched colors available for 2-color ads limited.

**Transmit digital files via FTP:**

<ftp://natcomproduction.com>

Username: bassin

Password: fishing

**Transmit digital files via email:**

Send digital files (2MB or less) as an attachment to: [digitalpublishing@triadbiz.rr.com](mailto:digitalpublishing@triadbiz.rr.com)

Otherwise, ads should be mailed on CD or Zip Disk to...

**BASSIN'**

Attn. Charles Sappington

955 Northwest Blvd.

Suite 200

Winston-Salem, NC 27101

F-366-748-2192

## MECHANICAL REQUIREMENTS

Printed: Web-offset process

Trim size: 8" x 10 1/2", Type page is 7" x 9 3/4" deep.

Three columns per page: 2 1/4" x 9 3/4" deep.

Standard Advertisement Sizes

Ad Page Width x Depth

Full Page, Bleed.....	8-1/4" x 10-3/4"
Spread, Bleed.....	16-1/4" x 10-3/4"
Spread, Gutter Bleed.....	15" x 9-3/4"
Full Page.....	7" x 9-3/4"
2/3 Page.....	4-5/8" x 9-3/4"
1/2 Page (Island).....	4-5/8" x 7-1/4"
1/2 Page (Horizontal).....	7" x 4-3/4"
1/3 Page (Vertical).....	2-1/4" x 9-3/4"
1/3 Page (Horizontal).....	7" x 3-1/4"
1/3 Page (Square).....	4-5/8" x 4-3/4"
1/4 Page.....	3-3/8" x 4-3/4"
1/4 Page (Square).....	4-5/8" x 3-3/4"
1/6 Page.....	2-1/4" x 4-3/4"

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