



2017 Print Ad Specs

MAGAZINE	TRIM SIZE	LIVE AREA	BLEED SIZE
Spread	15" x 10.5"	14.5" x 10"	15.25" x 10.75"
Full Page	7.5" x 10.5"	7" x 10"	7.75" x 10.75"
½ Horizontal	7.5" x 5.125"	7" x 4.625"	7.75" x 5.375"
½ Horizontal Spread	15" x 5.125"	14.5" x 4.625"	15.25" x 5.375"
⅓ Horizontal	7.5" x 3.5"	7" x 3"	7.75" x 3.75"
⅓ Vertical	2.5" x 10.5"	2" x 10"	2.75" x 10.75"
⅔ Vertical	4.75" x 10.5"	4.25" x 10"	5" x 10.75"
⅓ Horizontal Spread	15" x 3.5"	14.5" x 3"	15.25" x 3.75"

SIPS	TRIM SIZE	LIVE AREA	BLEED SIZE
Bookazine - Spread	16.5" x 10.875"	16" x 10.375"	16.75" x 11.125"
Bookazine - Full Page	8.25" x 10.875"	7.75" x 10.375"	8.5" x 11.125"
Bookazine - ½ Horizontal	8.25" x 5.3125"	7.75" x 4.8125"	8.5" x 5.5625"
Digest Size - Full Page	5.25" x 7.375"	4.75" x 6.875"	5.5" x 7.625"
Megazine - Full Page	9" x 10.875"	8.5" x 10.375"	9.25" x 11.125"

Digital File Requirements

- The required file format is PDF/X-1a 2001 (vector) 300 dpi.
- All supplied PDF/X-1a files must be CMYK. No spot colors. All fonts and images should be embedded. Do not apply style attributes to basic fonts.
- For instructions on how to create a PDF/X-1a go to - <https://tmbi.sendmyad.com> - under HOME - select DASHBOARD - select VIEW FAQs.
- TMBI utilizes Virtual Proofing technology. A hard copy proof is no longer required. If you opt to use a SWOP proof for your internal color approval render at 100% of size.

Ad Portal Information

tmbi.sendmyad.com

- Create an account or log in if an account is already established
- Select "Send Files"
- Select - Publication (i.e. Taste of Home)
- Select - Issue (i.e. February/March 2016)

**Do not use dashes, underscores or apostrophes when typing the name of your ad

Contact

For more information or production questions:

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