



Advertising Specifications

PRINTING SPECS:

Heat-set, Web Offset, 133 Line Screen, Perfect Bound,
8" X 10.875" Trim Size

Additional production charges may be incurred if supplied ads do not follow listed specifications.

PREFERRED FILE FORMAT:

A high resolution (300 dpi) Adobe PDF or PDF/X-1a with embedded fonts, CMYK colors, and flattened transparency.

ACCEPTABLE NATIVE-FILE FORMATS:

Adobe InDesign, Adobe Illustrator, Adobe PhotoShop. All images/elements must be 300 dpi at size, a TIFF or an EPS is preferred to a JPEG format.

FONTS:

Open Type fonts are industry standard and preferred. Please note that Adobe will disable support for of Type 1 fonts (PostScript, PS1, T1, Adobe Type 1, Multiple Master, or MM) in January 2023. Type 1 fonts can be problematic and not render correctly. We are not responsible for errors caused by Type 1 fonts.

COLOR:

Everything must be in CMYK format and color corrected. RGB files are not acceptable. All other color formats (RGB, Pantone/PMS...) will be converted to CMYK. We are not responsible for colors which must be converted to CMYK. Overall printing maximum density of all colors cannot exceed 300%.

COLOR PROOFS:

Please supply a SWOP certified color proof pulled from supplied materials. If you do not supply a proof, we can provide one at a charge of \$75. If no proof is provided and you choose not to purchase one we will not be responsible for any color issues with the printed advertisement.

AD MATERIAL SUBMISSION:

Ads can be emailed to ads@mspmag.com (25mbs or less). For larger file sizes please contact our Client Relations Specialist for upload information:
John Lyberg | jlyberg@mspmag.com | 612-474-2750

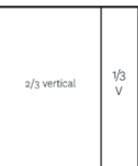
STANDARD PAGE SIZES (IN INCHES)

UNIT	WIDTH	HEIGHT
------	-------	--------

TWO PAGE SPREAD (<i>trim</i>)	18	X 10.875
<i>Live text and art should be kept .313 (5/16TH) from trim on all sides.</i>		
<i>Allow .25 in gutter to compensate for perfect binding process.</i>		
Bleed option: increase by .125 on all sides.		

FULL PAGE (<i>trim</i>)	9	X 10.875
<i>Live text and art should be kept .313 (5/16TH) from trim on all sides.</i>		
Bleed option: increase by .125 on all sides.		

2/3 VERTICAL	5.125	X 10.125
1/2 HORIZONTAL	8	X 4.875
1/2 VERTICAL	5.125	X 7.5
1/3 SQUARE	5.125	X 4.875
1/3 VERTICAL	2.5	X 10.125
1/6 HORIZONTAL	5.125	X 2.3125
1/6 VERTICAL	2.5	X 4.875



Any questions about these specifications should be directed to:

John Lyberg at jlyberg@mspmag.com | 612-474-2750

Josh Allen jallen@mspmag.com | 612.263.6694