



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:

PostScript fonts are preferred, TrueType fonts can be problematic. We are not responsible for errors caused by TrueType 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
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TWO PAGE SPREAD	16	X	10.875
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Live text and art should be kept .313 (5/16TH) from all sides. Allow .25 in gutter to compensate for perfect binding process. **Bleed option:** increase by .125 on all sides.

FULL PAGE	8	X	10.875
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Live text and art should be kept .313 (5/16TH) from all sides.

Bleed option: increase by .125 on all sides.

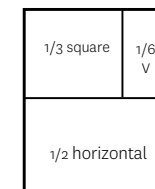
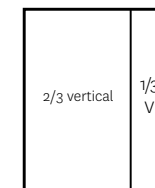
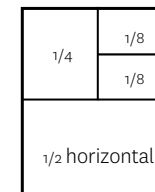
2/3 VERTICAL	4.625	X	10
1/2 HORIZONTAL	7	X	4.875
1/2 VERTICAL	4.625	X	7.25
1/3 SQUARE	4.625	X	4.875
1/3 VERTICAL	2.25	X	10
1/6 HORIZONTAL	4.625	X	2.3125
1/6 VERTICAL	2.25	X	4.875
1/12	2.25	X	2.3125

COOP AD DIMENSIONS

1/2 H = 7 X 4.5

1/4 = 3.375 X 4.5

1/8 = 3.375 X 2.125



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