

Full Sized Magazine Specifications

Publication trim size: 8" x 10 5/8" • Live area must be 3/8 from trim

MECHANICAL REQUIREMENTS	
Space Unit	Non-Bleed
2 page (double truck)	15 1/4" x 9 7/8"
Full page	7 1/4" x 9 7/8"
Two-Third page	4 3/4" x 9 7/8"
Half page vertical	4 3/4" x 7 3/8"
Half page horizontal	7 1/4" x 4 13/16"
One-Third vertical	2 5/16" x 9 7/8"
One-Third horizontal	4 3/4" x 4 13/16"
One-Sixth page	4 3/4" x 2 5/16"

Bleed
16 1/4" x 10 7/8"
8 1/4" x 10 7/8"
Above specs include 1/8" bleed.

Acceptable file formats

- Files must be submitted in CMYK format.
- PDF's... Print Optimized: Document size must include crop marks offset by 12 pts and 1/8" bleed. Fonts and images must be embedded (All images CMYK and 300 dpi at final size.) Color Management must be turned off. Compress files with Zip 8 bit Compression resolution 300 and Quality Set to maximum. (Acrobat 4.0, 5.0, and 6.0 compatible, resolution at 2438). PDF X1 and PDF X1A accepted.
- Quark Xpress 4.0, 5.0, and 6. Please collect for output, including fonts.
- InDesign 1.5 and 2.0.1
- Pagemaker 7.0
- Illustrator 10
- Photoshop 7.0
- Adobe CS (MAC and PC)
- DCS2 pre-ripped files. Please rip with 2438 resolution. Testfiles recommended.

If supplying EPS and TIFF format images files, image resolution to be minimum 300 dpi on all images. Include layered Photoshop files if revisions are anticipated.

All necessary linked images must be included in digital files (TIFF, EPS, BITMAP, PICT, etc.)

Creative Designed by Client

Finished creative must be submitted to Must Do 5 working days prior to the contract start date.

Creative Designed by Must Do

All materials, ideas, photos, requests etc. must be submitted to Must Do Creative Dept. at least 10 working days before creative needs to be approved by client.

Right to Edit or Reject

Publisher may, in its sole discretion, edit, classify, or reject at any time any advertising submitted by Advertiser.

Directory and File Transfer information:

Up to 300 Megabytes:

FTP file transfer

Address: <ftp://ftp.creelprint.com>

User Id: **mustdo**

Password: **mustdo**

Please upload files into the magazine directory in which your ad is to appear. Up to 5 Megabytes:

E-mail

Subject line must contain the name of the magazine the ad is to be placed into.

Send Ad Material with (2) Color Matchprint Proofs to:

Gannett Pacific Publications

7600 N. 16th St., Ste. 150

Phoenix, AZ 85020

ALL FONTS MUST BE INCLUDED

All native files must be supplied if changes will be necessary to any existing ad design.

Content Advertorial Information

All ideas, suggested text, photos, URLs, positioning etc. must be submitted to the Must Do Content Editor at least 10 working days prior to contract start date.