



Deadline to Reserve Ad Space – 6th of month preceding desired issue
Deadline for Artwork – 10th of month preceding desired issue
Magazine mailed by the 10th of issue month

Mechanical Requirements

Single Page, no bleeds (actual page or trim size)	8 3/8" x 11"
Single Page Bleed Size	8 5/8" x 11 1/4"
Full Page Spread (actual or trim size)	16.75" x 11"
Full Page Spread with Bleed	17" x 11.25"
Full Page (using CI margins 1/2 inch all around)	7.375" x 10"
1/2 Page Spread with Bleed	17 x 5 5/8
1/2 Page Spread Non-Bleed	16 3/4 x 5 1/2
2/3 Page	4.5" x 10"
1/2 Page	4.5" x 7.5" or 7.125" x 5"
1/3 Page	2 1/6" x 10" or 4.5" x 5"
1/4 Page	4.5" x 3 5/8"
1/6 Page	2 1/6" x 5" or 4.5" x 2 3/8"
1/12 Page	2 1/6" x 2 3/8"
One Column Inch – Classified Only	2 1/6" x 1"
Banner Ad	7.375" x 1"
Banner Ad with Bleed	8.625" x 1.125"
Cover Wrap – Bleed Size	17.25" x 11.5"
Cover Wrap – Trim Size	16.75" x 11"
Cover Wrap – Stock – Unisource 100# Gloss Cover	
Cover Wrap – Color – 4/(front, inside front, back, inside back)	

Note: The full page (Using CI margins) is an ad with about 1/2 inch space around the entire ad (7.375" x 10"). An ad with a 1/4 inch of space around it would be an 7.875" x 10.5"

An ad which is the actual page size, but without bleeds, will have a sliver of white around all sides of the ad due to the printing process. This rule would apply to a full page spread without bleeds.

If you want a single page to bleed, the size is 8 5/8" x 11.25" (including 1/8" bleed all sides). For a spread that bleeds, the size is 17" x 11.25" (including 1/8" bleed all sides).

Art, Paper

Printed offset. Paper stock: white, 60 or 70 pound gloss. Printed material: Furnish in order of preference.

Programs Accepted: PDF, QuarkXpress7, Adobe Illustrator CS3, Adobe PhotoshopCS3 and Adobe Indesign CS3.

Disks Accepted: CD & DVD

All ads, unless typeset by us, must be furnished on disk or email to Marc Hook - marc@southeastagnet.com
 No email over 10 MB please. Private FTP website server system is available to load larger files. All placed images and fonts need to be included with the file. All photos must be saved at 300 dpi and color photos must be converted to CMYK. **ALL** ads need a hard copy.

Production Charges

Typesetting; pasteup; design; copywriting and illustration; photo service; production proofs; stripping and tints; color separations and color proofs. Charges for production will be based on industry standards.