

Ad Specifications

Publication Specifications

Printed: Web offset, saddlestitch

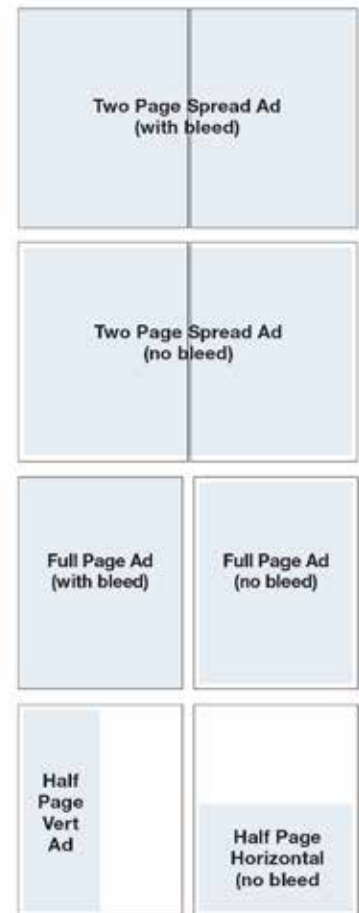
Trim size: 8.125" (20.6cm) x 10.875" (27.6cm)

Ad Dimensions

- Two-Page Spread Bleed
16.5" (41.91cm) X 11.125" (28.25cm)
Live area: 15.75" (40cm) X 10.375" (26.4cm)
- Two-Page Spread
15.75" (40cm) X 10.375" (26.35cm)
Live area: 15.25" (38.7cm) X 9.875" (25.1cm)
- Full-Page Bleed
8.375" (21.27cm) X 11.125" (28.25cm)
Live area: 7.625" (19.4cm) X 10.375" (26.4cm)
- Full-Page
7.625" (19.4cm) X 10.375" (26.35cm)
Live area: 7.125" (18.1cm) X 9.875" (25.1cm)
- Half-Page (vertical)
3.375" (8.5cm) X 9.5625" (24.2cm)
- Half-Page (horizontal)
7.25" (18.4cm) X 4.875" (12.4cm)

Color Modes

- 4C (CMYK) Process
Additional charges apply to convert Pantone (PMS) colors to CMYK.
- Pantone (PMS)
Additional charges apply for PMS color requests. Please contact the ISM Sales Department for pricing.



Ad Specifications

Formats and Software Applications Accepted

PDF File Format (preferred)

- All fonts must be embedded in files.
- All art files must be placed at 100% and resolution set at 300 dpi.
- PDF resolution must be set at 300 dpi; overall 2400 lpi.

Native layout files in Adobe InDesign CC or Quark Xpress, up to version 7.

If submitting native layout files, please adhere to the following:

- Postscript and open-type fonts only. NO TrueType.
- All screen and printer fonts must be supplied.
- All artwork/photos must be supplied at 100% of placed size with resolution set at 300 dpi.

Adobe Photoshop, up to version CC — EPS, TIFF and native files. (If supplying native files, all printer and screen fonts must be supplied unless they have been rasterized.)

Adobe Illustrator, up to version CC — EPS and native files.

If supplying native files with embedded artwork/photos, they must be supplied as well as all printer and screen fonts. If fonts have been converted to outline, they do not need to be supplied.

File Formats Accepted for Logos

- Vector EPS preferred; no GIF files
- Adobe Illustrator, up to version CS5 (All printer and screen fonts must be supplied unless they have been converted to outline.)
- 4C (CMYK) or Grayscale (No RGB files)
- Macromedia Freehand, up to version 10
- Adobe Photoshop saved as:
- EPS or TIFF and Resolution set at 300 dpi
- ALL FONTS must be supplied unless they have been rasterized.

Sending Ad Files

- Via web file transfer: **<https://secure.ism.ws/ismfiletransfer/fileuploadForm.cfm>**.
Follow directions given on website; all information and file format requests are important to ensure your files do not become corrupt during transfer.
- Via USPS/UPS/FedEx: Media accepted: CDs (Unless requested, media supplied will not be returned.)

**Ship to: ISM, Attention: ISM Sales Department
2055 E. Centennial Circle, Tempe, AZ 85284**