

# Ad Specifications

## Publication Specifications

Printed: Web offset, saddlestitch

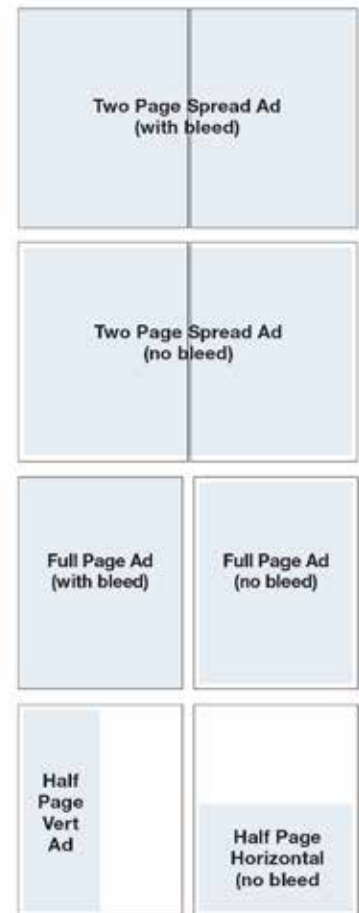
Trim size: 8.125" (20.6cm) x 10.875" (27.6cm)

## 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**