

# REDBOOK2017

S O S L A N D P U B L I S H I N G

## PRINT AD POSITIONS & SPECS

<b>Full Page</b> Live Area: 7" x 10" Trim Size: 8" x 10.75" Bleed Size: 8.25" x 11"	<b>1/2 Vertical</b> Live Area: 3.375" x 10" Trim Size: 4" x 10.75" Bleed Size: 4.25" x 11"	<b>1/2 Horizontal</b> Live Area: 7" x 4.875" Trim Size: 8" x 5.375" Bleed Size: 8.25" x 5.625"	<b>1/3 Vertical</b> Live Area: 2.125" x 10" Trim Size: 2.75" x 10.75" Bleed Size: 3" x 11"	<b>1/3 Horizontal</b> Live Area: 7" x 3.25" Trim Size: 8" x 3.75" Bleed Size: 8.25" x 4"
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**Printing and binding:** Saddle stitched

**Publication trim size:** 8" x 10.75" (203mm x 273mm)

**Paper:** Cover - 80-lb enamel; body - 45-lb enamel

**Inserts:** Contact publisher for specifications

**Colors Available:** Publication prints standard 4-color process. PMS colors will be converted to the U.S. Web Coated (SWOP) v2 profile. Metallic and PMS colors are printed at additional cost.

**4-Color Density Specifications: Density:** Total density of all colors combined in any one area should not exceed 300%. Only one solid color should be used in any one area.

**Material Required:** Advertisements should be submitted in a digital format. PDF/X-1a, Native InDesign, Illustrator and PhotoShop documents are accepted for both PC and MAC. The color and quality of print reproduction may vary if a SWOP compliant proof is not provided. Laser proofs included are for content only. Graphic images resolution should be at least 300 dpi and converted to CMYK, minimum 150 line screen. Bitmap image resolution must be 1200 dpi.

**Preferred Media:** Email or FTP. Files submitted via FTP require a PDF for proofing. MAC files must be compressed using Stuffit Software. PDF/X-1a files can be e-mailed to [preflight@sosland.com](mailto:preflight@sosland.com). For additional information, contact the PreFlight Department.

**Composition by Publisher:** At advertiser's request, publisher will compose advertisements, typeset in display material available in-house, and make alterations. The advertiser will be billed a minimal production charge (publisher's cost + 15%). Proofs will be provided upon request to the advertiser if production deadlines are met.

e-mail: [preflight@sosland.com](mailto:preflight@sosland.com)

### Classifieds

Live Area 1:  
2.25" x 1"

See classified ad specs page for more information.



## CONTACT US

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