

Magazine Specifications

FULL PAGE

9" x 10.875"
(trim)

9.25" x 11.125"
(bleed)

2/3 VERTICAL

4.767"
x 9.6875"

HALF PAGE

7.8125"
x 4.625"

1/3 VERTICAL

2.283"
x 9.6875"

QUARTER PAGE

3.75" x 4.625"

SHIPPING

Summit Business Media
5081 Olympic Blvd.
Erlanger, KY 41018

AD COORDINATOR

Maggie Vest
800.544.0622
mvest@sbmedia.com

AD SIZE REQUIREMENTS

Standard	Columns	Size
Full-Page**	3	9" W x 10.875" H (trim) 9.25" W x 11.125" H (bleed)
Full-Page Spread**	6	18" W x 10.875" H (trim) 18.25" W x 11.125" H (bleed)
2/3 Vertical	2	4.767" W x 9.6875" H
1/2 Page	3	7.8125" W x 4.625" H
1/3 Vertical	1	2.283" W x 9.6875" H
1/4 Page		3.75" W x 4.625" H

****Add .125" on all sides for bleeds; Keep all live matter .375" from trim**

ADVERTISING DEADLINES

Space reservation and materials deadline is 5:00 p.m. Central Time on the dates listed below.

2009 Issue Date	Ad Closing Date	Ad Materials Due	Issue Mails
January	11/26/08	12/3/08	12/23/08
February	12/30/08	1/5/09	1/23/09
March	1/27/09	2/3/09	2/20/09
April	2/26/09	3/5/09	3/26/09
May	3/27/09	4/3/09	4/23/09
June	4/27/09	5/4/09	5/22/09
July	5/29/09	6/5/09	6/25/09
August	6/26/09	7/3/09	7/24/09
September	7/27/09	8/3/09	8/21/09
October	8/27/09	9/3/09	9/23/09
November	9/28/09	10/5/09	10/22/09
December	10/27/09	11/3/09	11/20/09
January 2010	11/25/09	12/2/09	12/23/09

MECHANICAL SPECIFICATIONS

- PDF files should be created using PostScript files distilled using PDF/X-1a settings. Please include crop marks offset .125", full page ads should include a .125" bleed on all sides.
- Documents made on a Macintosh using Quark Xpress, InDesign, Adobe Illustrator or Adobe Photoshop.
- Files with fonts included (both screen and printer fonts) outline all fonts whenever possible.
- Scanned photos or art should be saved as EPS or TIFF files.
- Scanned color photos should be saved as CMYK. Any materials submitted in RGB will be converted to CMYK.
- Scanned photos must be saved at a minimum 300 DPI resolution.
- All ads should be submitted with a proof. A press match print is required to guarantee color output.
- Supply supporting EPS and TIFF files (such as logos, photos, special artwork) used in your document.
- Ads can be submitted on CD or DVD, please contact your ad coordinator for placing ads on our FTP site.
- IC uses the following programs: Illustrator CS3, Photoshop CS3, InDesign CS3.
- Advertisers submitting material not meeting the specifications outlined above and requiring additional preparation will be billed for the work performed.