

Sizes, Rates and Mechanical Requirements

Mechanical Requirements

Program Trim Size: 8 1/2" X 11"
Live Area: 7 1/2" X 10"
Bleed: 1/8"

Advertisement Formats:

- All ads should be submitted as digital files, either for Mac or PC, with support files and fonts included.
- Acceptable file formats include PDF, Illustrator (convert fonts to outlines), JPG, EPS, TIFF, or PDF (press-ready). Adobe InDesign files should be converted to PDF.
- Ads that are color must be converted to CMYK. Ads submitted as RGB files will be converted and color accuracy can not be guaranteed. Please include 1/8" bleed on all sides.
- Microsoft Publisher files are not acceptable for high resolution output.
- Ads containing photographs should be submitted at 300dpi; ads without photos (line art, etc.) should be submitted at 1200dpi.
- Ads may be submitted on CD or DVD, or electronically via email (file cannot exceed 10MB).

Please submit all Advertising materials to:

Jeff Ruth
hello@shatterboxstudios.com
859.280.2601
163 East Main St., 3rd Floor
Lexington, KY 40507

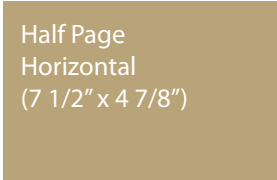
Spread (16" x 10")



Page (7 1/2" x 10")



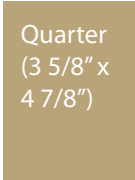
Half Page
Horizontal
(7 1/2" x 4 7/8")



Half Page
Vertical
(4 7/8" x
7 1/2")



Quarter
(3 5/8" x
4 7/8")



Preferred Positions:
First Page (C2)
and Rear Inside Cover (C3)
are available at cost plus 20%