

# Avid Lifestyle

## PRINT ADVERTISING SPECIFICATIONS

**TWO PAGE SPREAD** MUST include bleed area.

**Do not include crop marks.**

BLEED SIZE: 17" X 11.125"

LIVE AREA: 16.25" X 10.375"

TRIM SIZE: 16.75" X 10.875"

**Note:** Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

**FULL PAGE** MUST include bleed area.

**Do not include crop marks.**

BLEED SIZE: 8.5" X 11.125"

LIVE AREA: 7.875" X 10.375"

TRIM SIZE: 8.375" X 10.875"

**FRACTIONAL AD SIZES** Do not bleed.

**Do not include crop marks.**

2/3 PAGE: 4.75" X 10"

1/2 PAGE: 7.375" X 4.8542"

1/3 SQUARE: 4.75" X 4.875"

1/3 VERTICAL: 2.25" X 10"

All dimensions are listed width X height

### FILE REQUIREMENTS

Files should be created in the appropriate size as indicated below. Fees will be incurred for files that we have to modify or recreate.

Press-optimized PDF File Format is preferred (PDF/X-4:2008), please **DO NOT include crop marks in your file.**

Ads should be designed and saved at 100% size, CMYK color profile at 300 dpi.

The color of the on-screen proof and the printed materials will not be exact, there will be variation.

### IMAGE RESOLUTION

300 dpi is required for all image files. 72 dpi files are not acceptable; ad materials supplied with low-resolution images and/or graphics will be returned.

### COLOR PROFILE

AvidLifestyle is printed using 4-color process. Specify all colors in your ad as CMYK process colors.

### RICH BLACK PROFILE

Rather than using 100% black to make a black background, use the formula 75% cyan, 68% magenta, 67% yellow, and 90% black for a denser black.

AvidLifestyle is not responsible for errors that the advertiser fails to correct.

### GENERAL INFO

Materials are due at ad close.

**E-MAIL AD MATERIALS TO**

[jani@avidlifestyle.com](mailto:jani@avidlifestyle.com)

**QUESTIONS** regarding file preparation please contact [jani@avidlifestyle.com](mailto:jani@avidlifestyle.com)

