

Make: Print Ad Specs

MECHANICAL SPECIFICATIONS

Trim Size: 6.625"×9.375"

Margins: Live areas should be kept at least ¾" from the document edge on all four sides.

Crop marks: None

Binding: Perfect

Inserts: Are accepted. Contact your sales representative for details.

DIMENSIONS

Full Page, bleed:
6.75"×9.625"

Full Page, no bleed:
6.125"×8.75"

Half Page Horizontal:
6.125"×4.25"

Two Page Spread:
13.5"×9.625"

Marketplace, Quarter Page:
3"×4.25"

MATERIALS SUBMISSION

Insertion orders should be submitted to Gillian BenAry
adops@makezine.com
phone: (707) 827-7170
fax: (707) 829-1154

DIGITAL FILES

- Digital files should be provided in high resolution PDF format, using Acrobat Distiller 6.0 or similar.
- Digital files should be CMYK.
- Digital file sizes should be made *exactly* to the specifications. We cannot be responsible for files that do not adhere to these specs.
- Any printing instructions (optional) should be provided in a separate document.

FONTS AND IMAGES

- All fonts and images must be embedded.
- Any placed images should be at 100% size and 300dpi, CMYK.
- Note that we cannot guarantee accurate reproduction on fonts that are not Adobe postscript fonts. To avoid any font trouble, you can outline your fonts.

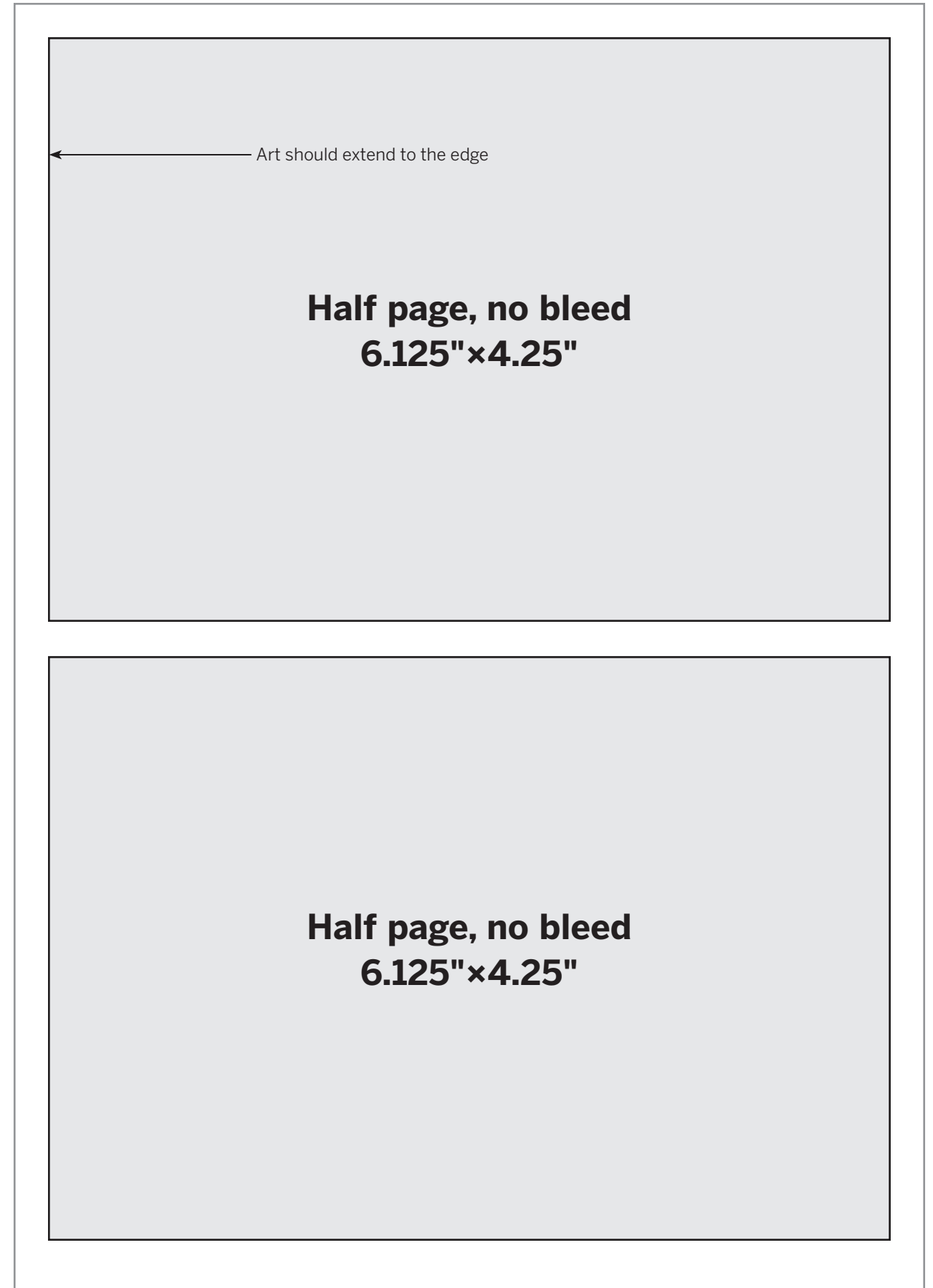
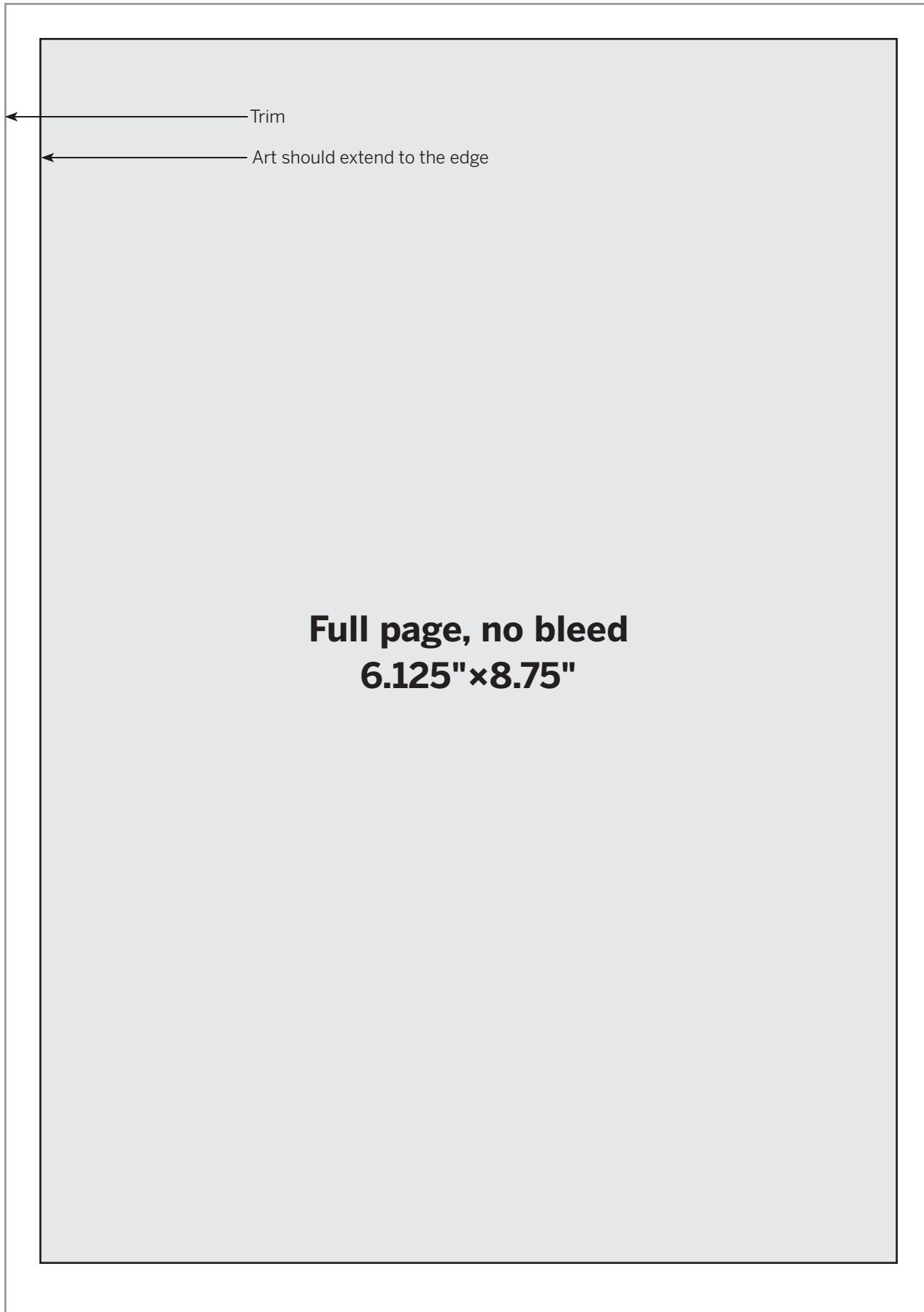
COLOR PROOFS (OPTIONAL)

Color Proofs should be a high-quality digital proof that meets SWOP standards. Color correctness cannot be guaranteed if color proof is substandard, or no proof is provided.

COLOR DENSITY

Total 4-color density should not exceed 280% with no more than one color solid. Please note there is an expected press gain of 18–22% in the 50% range, and that ink coverage will vary slightly during press run.







**Spread (2 pages), bleed
13.5"×9.625"**

**Live areas should be kept
at least $\frac{3}{4}$ " from the document edge
on all four sides.**

