

# Make:

# Special Issue Print Ad Specs

## MECHANICAL SPECIFICATIONS

**Trim Size:** 8.375"×10.875"

**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:**  
8.625"×11.125"

**Full Page, no bleed:**  
7.25"×9.875"

**Half Page Horizontal:**  
7.25"×4.875"

**Two Page Spread:**  
17"×11.125"

**Marketplace, Quarter Page:**  
3.5"×4.875"

## MATERIALS SUBMISSION

Insertion orders should be submitted to Gillian BenAry [adops@makezine.com](mailto: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.