

Ad Specifications

PAGE TRIM SIZE

8" X 10"

BINDING METHOD

Saddle Stitch

PRINTING

Body: Four-color, web, offset



Cover: Four-color, sheet-fed, offset

FOR INFORMATION











Call Ann Hottinger, art director

(208) 336.0653 or (800) 655.0653

FULL PAGE AD UNITS

ad dimensions		
PAGE		
bleed	8.5" x 10.5"	
trim	8" x 10"	
non-bleed	7.25" x 9.25"	
BACK PAGE		
bleed	8.5" x 8.435"	
trim	8" x 10"	
non-bleed	7.25" x 7.8"	

FRACTIONAL AD UNITS

2/3 Vertical		
non-bleed	4.65" x 9.25"	
1/2 Vertical		
non-bleed	3.5" x 9.25"	
1/2 Horizontal		
non-bleed	7.25" x 4.5"	
1/3 Vertical		
non-bleed	2.25" x 9.25"	
1/3 Horizontal		
non-bleed	7.25" x 2.84"	
1/4 Vertical		
non-bleed	3.5" x 4.5"	
1/6 Vertical		
non-bleed	2.25" x 4.5"	
1/6 Horizontal		
non-bleed	3.5" x 2.84"	
1/12 Horizontal		
non-bleed	3.5" x 1.42"	
1/12 Vertical		
non-bleed	1.75" x 2.84"	

ONLINE UNITS

Single: 218 x 256 pixels [72 dpi]

Double: 218 x 512 pixels [72 dpi]

Triple: 218 x 768 pixels [72 dpi]

* Materials submitted electronically must be jpg, png or gif files.



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