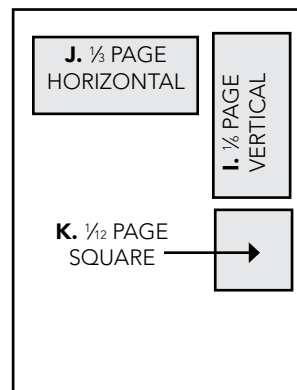
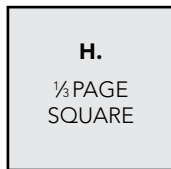
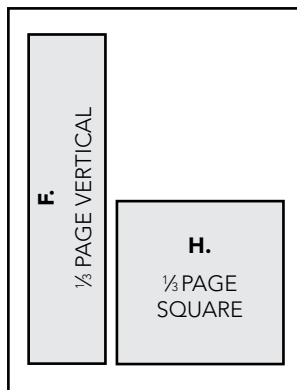
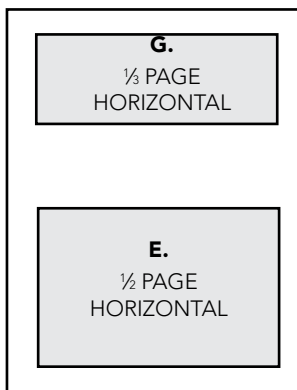
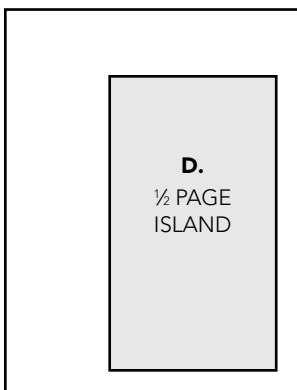
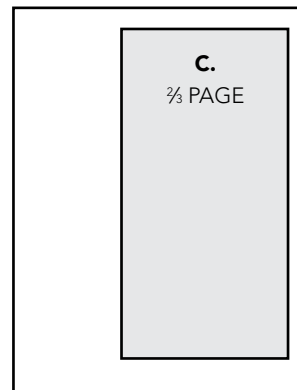
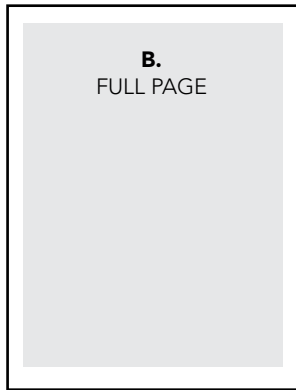
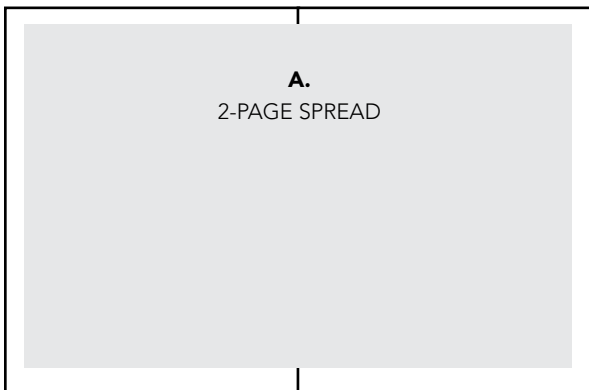


R·U·G HOOKING

MAGAZINE MECHANICAL SPECIFICATIONS



PAGE SIZE:
Live area: 7 1/8" x 9 5/8" • Trim size: 8 1/8" x 10 7/8"
Bleed size: 8 3/8" x 11 1/8"

AD DIMENSIONS		
Page Unit	Width	Depth
B. Full page (live area)*	7 1/8" (7.125)	9 5/8" (9.625)
C. 2/3 page vertical	4 1/16" (4.6875)	9 5/8" (9.625)
D. 1/2 page island	4 1/16" (4.6875)	7 1/8" (7.125)
E. 1/2 page horizontal	7 1/8" (7.125)	4 1/16" (4.6875)
F. 1/3 page vertical	2 1/4" (2.25)	9 5/8" (9.625)
G. 1/3 page horizontal	7 1/8" (7.125)	3 1/16" (3.625)
H. 1/3 page square	4 1/16" (4.6875)	4 1/16" (4.6875)
I. 1/3 page vertical	2 1/4" (2.25)	4 1/16" (4.6875)
J. 1/3 page horizontal	4 1/16" (4.6875)	2 1/4" (2.25)
K. 1/2 page	2 1/4" (2.25)	2 1/4" (2.25)

MAGAZINE MECHANICAL REQUIREMENTS

Printed: web offset/Perfect Bound. *Rug Hooking* magazine is printed at Ovid Bell Press, Fulton, MO.

Page Size: Live area 7 1/8" x 9 5/8"

Trim Size: 8 1/8" x 10 7/8"

Bleed Size: 8 3/8" x 11 1/8"

AD SPECIFICATIONS

Advertising materials are preferred as digital files received via e-mail or client FTP. Publisher accepts no responsibility for errors resulting from materials not supplied to these specifications.

- **PDF—PDF/X-1a compliant files. ALL full page PDFs must be written to include bleed (0.125" or 1/8") and crop marks.**
- Publication trim size is 8 1/8" x 10 7/8" (8.125" x 10.875").
- Bleed size is 8 3/8" x 11 1/8" (8.375" x 11.125").
- Text and art should clear 1/4" from trim. Art/text too close to the trim could be trimmed off if these guidelines are not followed.
- Partial ads must not bleed.
- Spread trim size is 17" by 10 7/8" (17" x 10.875"); bleed spread trim size is 17 1/4" by 11 1/8" (17.25" x 11.125").
- CMYK colors ONLY. No Pantone colors will be accepted.
- All specifications apply to the *Celebration*, as well as the magazine.

AD DESIGN AND PRODUCTION

Rug Hooking Magazine can provide design and production assistance to clients. Copy and any photo/logos should be sent to the advertising representatives. Photos should be as large as possible and of high quality. Ads requiring design and production services should be sent in by the Ad Production date in the magazine mechanical specifications page. A reasonable charge will be assessed for this service.

A reasonable charge will be assessed for changes we make to previously published ads.

AD MATERIALS PDF CHECKLIST



- **Make sure all colors are changed to the proper process and mode. Colors must be "Color Type: Process"—NOT spot color. "Color Mode" should be cmyk—NOT RGB. No Pantone colors will be accepted.**
- **Transparencies must be flattened in all native programs. Go to the Adobe website for instructions on how to ensure that transparencies are flattened.**
- **ALL full page PDFs MUST have trim and bleed marks. Please double-check PDFs to ensure that trim marks and bleed marks are checked and that a 0.125" (1/8") bleed is used. Bleed must be 0.125" on top, bottom, right and left.**
- **Avoid text or art that is too close to the trim of the publication. Our printer requests a 1/4" inside the trim area. Our experience has shown that anything 1/8" inside the trim area is in the danger zone and should be avoided at all costs. We cannot ensure that art or copy within this 1/8" space will print.**
- **Camera-ready material, by definition should arrive to us needing no further work.**
- **Ads should be sized to the magazine's specifications. We reserve the right to adjust ads according to our specifications and pass these charges onto you.**
- **Microsoft Word files are NOT acceptable. If this format is submitted, the ad will need to be recreated in design software. Images imbedded in word files are not camera-ready. Word files with images/art/logos can be sent as a design guideline but all imbedded materials will need to be submitted individually to ensure quality and resolution.**
- **Ads can also be JPGS/EPS/TIFF. These must be cmyk, at the correct size and resolution for print.**