

Target Marketing AD SPECIFICATION SHEET

Publication Trim Size: 7.75" x 10.5"
Type of Binding: Saddle-Stitched
Printing Process: Web Offset (SWOP)
of Columns: 3

Pat Farrell, Ad Operations Manager
 1500 Spring Garden Street, Suite 1200
 Philadelphia, PA 19130
 215-238-5398 | pfarrell@napco.com

STANDARD PAGE SIZES	LIVE AREA	TRIM	BLEED
Full Page	7" x 10"	7.75" x 10.5"	8" x 10.75"
*Full Page Spread	14" x 10"	15.5" x 10.5"	16" x 10.75"
2/3 Page	4.625" x 9.75"		
1/2 Page Island	4.5" x 7"		
1/2 Page Vertical	3.25" x 9.75"		
1/2 Page Horizontal	7" x 4.75"		
1/3 Page Square	4.5" x 4.75"		
1/3 Page Vertical	2.125" x 9.75"		
1/4 Page	3.25" x 4.75"		
1/6 Page	2.125" x 4.75"		

- Please submit spread ads as 2 single page pdf files in the SMA portal using your full page trim size for each. This will require 2 separate uploads in the ad portal.
- Keep all live matter 0.375" inside trim of all ad sizes.
- Allow 0.25" safety gutter for ea. page of a spread when type is running across the gutter. Indicate trim on proof
- Fractional ads should be supplied with crop marks at least 0.125" outside the image area.

Please send all print ad materials to the SendMyAd portal

Simply log on to <https://napco.sendmyad.com> to setup your account and upload/approve your print ad.

Digital Specifications/PDF File Requirements

PDF/X-1a is the required file format for *Target Marketing* magazine. Sending your ad as a PDF/X-1a protects the integrity of your ad file and ensures that it will print properly. Please upload your ad to the SendMyAd portal as a PDF/X-1a file created with Acrobat Distiller 7.0 or higher.

Please Note:

- Scanned images for display must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphics).
- All fonts must be embedded in the PDF and be Type 1 or 3 - No Truetype.
- Bleeds must be 0.125" outside trim
- All PDFs must be high res/press optimized (PDF/X-1a Compliant)
- Files must be Right Reading, Portrait Mode only 100% size, no rotations.
- If color is critical please provide us with a composite SWOP-certified color proof (with color bars) and send to the production manager at the address below. To see a list of SWOP-certified proofs we accept, please visit <http://www.swop.org/certification/certmfg.asp>. We cannot grant makegoods for poor color reproduction unless a SWOP-certified color proof is supplied with your digital file.
- Ad files must be uploaded to the SendMyAd portal. Log on to <https://napco.sendmyad.com>. Call the Ad Operations Manager at the number below if you have questions.

Please note: Advertisers or ad agencies that do not comply with these specifications and/or procedures waive all claims to make-goods or refunds and hold harmless Target Marketing in any and all production disputes.

