

Specifications | 2023 Print Advertising

Print Advertising Specifications & Deadlines

PRINTING SPECS:

Heat-set, Web Offset, 133 Line Screen, Perfect Bound, 9" X 10.875" Trim Size

Additional production charges may be incurred if supplied ads do not follow listed specifications.

PREFERRED FILE FORMAT:

A high resolution (300 dpi) Adobe PDF or PDF/X-1a with embedded fonts, CMYK colors, and flattened transparency.

ACCEPTABLE NATIVE-FILE FORMATS:

Adobe InDesign, Adobe Illustrator, Adobe PhotoShop. All images/elements must be 300 dpi at size, a TIFF or an EPS is preferred to a JPEG format.

FONTS:

Open Type fonts are industry standard and preferred. Please note that Adobe will disable support for of Type 1 fonts (PostScript, PS1, T1, Adobe Type 1, Multiple Master, or MM) in January 2023. Type 1 fonts can be problematic and not render correctly. We are not responsible for errors caused by Type 1 fonts.

COLOR:

Everything must be in CMYK format and color corrected. RGB files are not acceptable. All other color formats (RGB, Pantone/PMS...) will be converted to CMYK. We are not responsible for colors which must be converted to CMYK. Overall printing maximum density of all colors cannot exceed 300%.

COLOR PROOFS:

Please supply a SWOP certified color proof pulled from supplied materials. If you do not supply a proof, we can provide one at a charge of \$75. If no proof is provided and you choose not to purchase one we will not be responsible for any color issues with the printed advertisement.

AD MATERIAL SUBMISSION:

Ads can be emailed to ads@mspmag.com (25mbs or less). For larger file sizes please contact our production manager for FTP information: Cinthya Villafan | 612-474-2750 | ads@mspmag.com

STANDARD PAGE SIZES (IN INCHES)

UNIT **WIDTH** **HEIGHT**

TWO PAGE SPREAD (*trim*) 18 X 10.875
Live text and art should be kept .313 (5/16th) from trim on all sides. Allow .25 in gutter to compensate for perfect binding process.

Bleed option: increase by .125 on all sides.

FULL PAGE (*trim*) 9 X 10.875

*Live text and art should be kept .313 (5/16th) from trim on all sides. **Bleed option:** increase by .125 on all sides.*

2/3 VERTICAL 5.125 X 10.125

1/2 HORIZONTAL 8 X 4.875

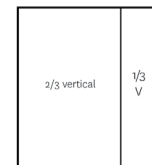
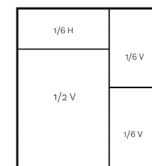
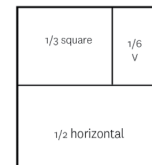
1/2 VERTICAL 5.125 X 7.5

1/3 SQUARE 5.125 X 4.875

1/3 VERTICAL 2.5 X 10.125

1/6 HORIZONTAL 5.125 X 2.3125

1/6 VERTICAL 2.5 X 4.875



2023 AD DEADLINES

SPRING 1/9/23

SUMMER 4/5/23

FALL 7/9/23

WINTER 10/4/23

Any questions about these specifications should be directed to:

Cinthya Villafan at cvillafan@mspmag.com | 612-474-2750

Josh Allen jallen@mspmag.com | 612-263-6694

