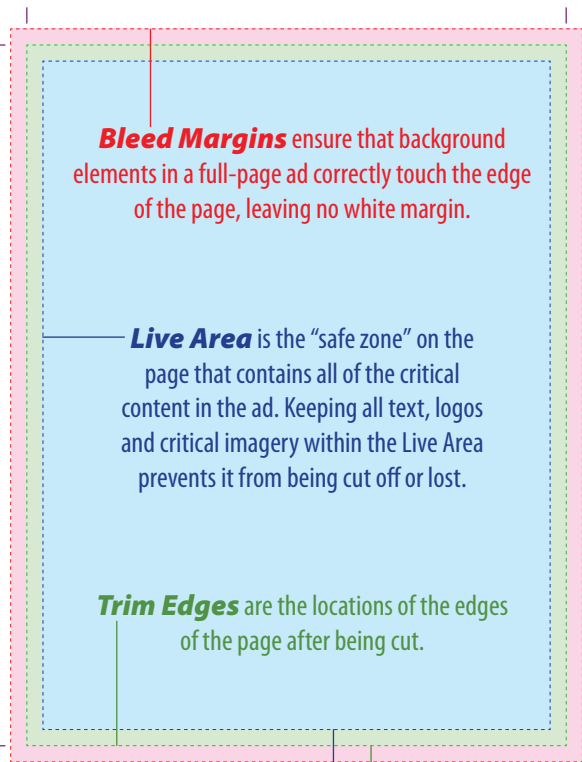




Full-Page Ads:



Full Page Bleed

8 7/8" x 11 3/8"

Live Area

7 7/8" x 10 3/8"

Full Page Trim

8 3/8" x 10 7/8"

Crop Marks

align with trim edges near all four corners of the page, and must **NOT** stray onto bleed margins.

There is only **ONE** size option for full-page ads. The above dimensions are not different ad size options.

Bleed Margins:

PLEASE NOTE: ALL FULL-PAGE ads must have a 1/4 inch bleed margin on all sides. If a background in a full-page ad is to bleed to the edges of the page, then any background colors, imagery, etc., in a full-page ad must extend out to fill the dimensions of 8 and 7/8 (8.875) inches wide by 11 and 3/8 (11.375) inches tall.

Live Area:

* Please make sure all critical text, imagery, information, etc. is set in **AT LEAST 1/2 (0.5) inch** in from the trim edge on all sides on **FULL-page ads**.

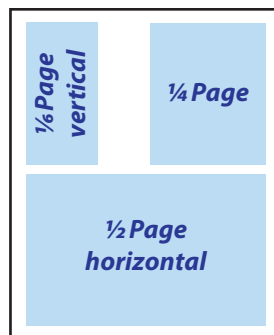
For more on **bleed margins** and **live area**, visit:

<https://blog.magcloud.com/2011/05/26/trim-bleed-and-all-that-jazz/>

Fractional-Page Ads

Fractional-page ads **DO NOT** require bleed margins or live area.

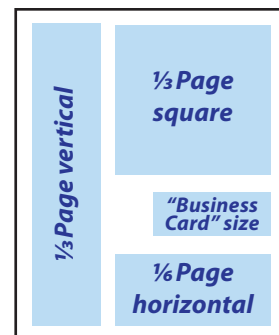
Note: If a vertically-oriented fractional-page ad is chosen (i.e. half-page "island" or sixth-page vertical size), **advance notice** about must be **immediately** given to the ad salesperson and art director. This aids in ad placement during the planning stage.



1/6 Vertical: 2 1/4" x 4 3/4"

1/4 Page: 3 1/2" x 4 3/4"

1/2 Horizontal: 7 1/4" x 4 3/4"



1/3 Vertical: 2 1/4" x 9 3/4"

1/3 Page: 4 3/4" x 4 3/4"

1/6 Horizontal: 4 3/4" x 2 1/4"

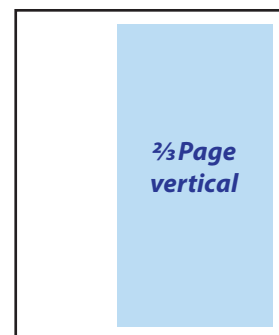
* **"Business Card" size:**

** Smaller than an actual business card. 3 1/2" x 1 3/4"*



1/2 Island: 4 3/4" x 7 1/4"

Cover Banner Ad: 7 7/8" x 1"



2/3 Page: 4 3/4" x 9 3/4"

Workflow for all ads is all CTP, computer to plate. Files must follow the specifications on this page to meet the criteria or extra charges could apply if additional work is needed.

REQUIREMENTS:

- Ad in high-resolution PDF format- CMYK color
- If not in PDF, Ad must be in Adobe InDesign or Quark Xpress 4.0 or 4.11
- Images provided digitally must be CMYK Hi-Resolution (300 dpi), in .tiff or .eps format
- **DO NOT submit ads as Adobe Illustrator documents unless otherwise requested.**
- **Provide fonts, image links and master document if not providing a PDF.**

Send Materials to 2820 BAGNELL DAM BLVD., SUITE B-1, LAKE OZARK, MO 65049

PRODUCTION QUESTIONS?

Call PATRICK KIPP at (573) 365-2323, ext 304

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