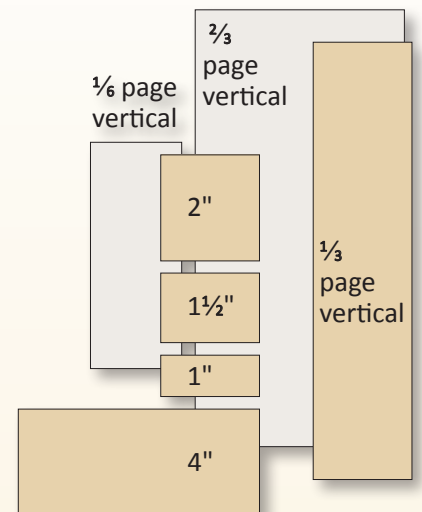
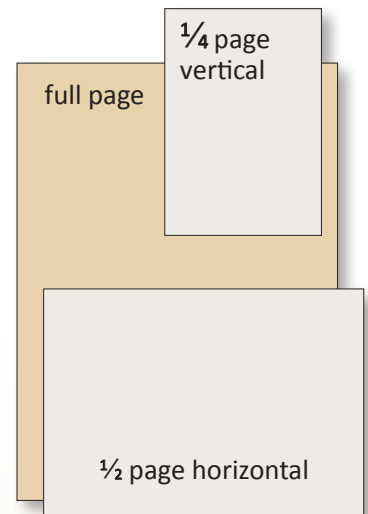


Mechanical Specs

Trim Size: 8.0" x 10.5" Binding: Saddle Stitch

Ad Size	Bleed ¹		Non-Bleed (Live Image Area)	
	Width	Height	Width	Height
Two-Page Spread	16 ¼"	10 ¾"	n/a	n/a
Full Page	8 ¼"	10 ¾"	n/a	n/a
⅔ Page Vertical	n/a	n/a	4 ½"	9 ⅜"
½ Page Horizontal	n/a	n/a	6 ⅞"	4 ⅝"
⅓ Page Vertical	n/a	n/a	2 ⅞"	9 ⅜"
¼ Page Vertical	n/a	n/a	3 ⅜"	4 ⅝"
⅙ Page Vertical	n/a	n/a	2 ⅞"	4 ⅝"
4" Marketplace	n/a	n/a	4"	2"
2" Marketplace	n/a	n/a	2 ⅞"	1"
1½" Marketplace	n/a	n/a	2 ⅞"	1 ½"
1" Marketplace	n/a	n/a	2 ⅞"	2"

¹Make sure type and copy fall within Non-Bleed (Live Image Area) specifications.
For split layouts (full page and third page vertical) use Non-Bleed specifications for both ad sizes.
Call for other sizes or considerations.



Color Specifications

Submit all files in CMYK format.
RGB and Lab Color are unacceptable.

File Formats: PDF/X-1a: 2001 (preferred file format),
Image File Formats: High resolution (at least 300dpi)
bitmap or vector files. EPS (single file format), TIFF, JPEG.

Applications: Adobe InDesign, Photoshop, Illustrator
Platforms: PC and Macintosh

Media: CD or DVD

Preferred Fonts: Type 1, TrueType or Multiple Master
(Please include fonts or convert them to art.)

Ads may be delivered electronically by email or FTP.

Scans: Do not size photos up after scanning images; they
may be sized down.

Set document size to individual page trim size. Set page
layout as single page.

Include crop marks for all file formats. Supply screen and
printer fonts. Send all files needed to print documents.

Additional charges will apply for ads
created by *Woodcraft Magazine*.

Proofs

Color:

Color ads must be accompanied by a Contract Proof (high-quality, full-resolution color proof calibrated to SWOP specifications) or by a Color Guidance Proof (a proof that does not meet some or all of the Contract Proof). We are not responsible for accurate color reproduction with proofs not meeting these guidelines, or for ads delivered electronically and without a proof.

Black & White:

High-quality (600 dpi or higher) computer printouts for B&W ads without halftone images are acceptable.

Label disk with: File names, advertiser name, agency name, your name, email, address, phone number or attach a business card.