

Publication Trim Size: 8.125 x 10.875  
 Type of Binding: Perfect Bound  
 Printing Process: Web Offset (SWOP)  
 # of Columns: 2 to 3

Bob Gibbons, Senior Vice President, Department: Ad Operations  
 Promo Marketing/Print+Promo, NAPCO Media  
 1500 Spring Garden, St. Suite 1200, Philadelphia, PA 19130  
 215-238-5365 | [bgibbons@napco.com](mailto:bgibbons@napco.com)

Standard Page Sizes	Live Area	Trim	Bleed
Full Page	7 x 10	8.125 x 10.875	8.375 x 11.125
*Full Page Spread	14.5 x 10	16.25 x 10.875	16.50 x 11.125
1/2 Page Spread	16.25 x 4.75		
2/3 vertical	4.625 x 10		
1/2 Page Island	4.50 x 6.75		
1/2 Page Horizontal	7 x 4.75		
1/2 Page Vertical	3.375 x 10		
1/3 Square	4.625 x 5		
1/3 Vertical	2.25 x 10		
1/4 Page Vertical	3.25 x 4.875		
1/6 Page Vertical	2.25 x 4.50		
1/8 Page Vertical	2.25 x 3		
Full Page Insert	7 x 10	8.125 x 10.875	8.375 x 11.125

- 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 3/8" inside trim of all ad sizes.
- \*Allow 1/4" 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 1/8" outside the image area.

**Please send all print ad materials to the SendMyAd portal, NOT to the publication production manager.**  
 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 *Print Professional* 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 provide proofs for reference in a separate folder in the above location.

#### Please Note:

- Scanned images for both display and marketplace ads must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphics) as a TIFF or EPS.
- All fonts must be embedded in the PDF and be Type 1 or 3 - No TrueType.
- Bleeds must be .1250" 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 Production 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 Print Professional in any and all production disputes.*