

Specifications and Terms

Mechanical Specifications

- Publication trim size: 8½" x 10⅞"
- Recommended ad page size: 7" x 10"
- Binding: Perfect

Bleed

- There is no extra charge for full bleed ads
- Full-page size to be furnished 8¾" x 11⅛"
- Keep reading and live matter a minimum of ½ inch from edges on all bleed pages.

Sizes

Full page (full bleed).....	8.75"w x 11.125"h (includes .125" bleed on all sides)
Full page (no bleed).....	7.25"w x 9.75"h
⅔ page	4.78"w x 9.75"h
½ page horizontal.....	7.25"w x 4.5"h
½ page island.....	4.78"w x 7"h
⅓ page vertical	2.3"w x 9.75"h
⅓ page square.....	4.78"w x 4.75"h
¼ page.....	3.54"w x 4.75"h

Acceptable Printing Materials

We accept artwork in digital format, with high-resolution .pdf files (all fonts and graphics embedded, composite color) the preferred format. Quark files with all fonts and graphics embedded, Pagemaker with all fonts and graphics embedded, Illustrator, InDesign and Postscript files are all acceptable.

Film is not a preferred format, but is acceptable. Negatives, right reading emulsion side down preferred. Film positives, repro proofs, Brightypes and one-piece mechanicals are also acceptable. 133-line screens are recommended for halftones. Please furnish .pdfs, progressive proofs, composed chromalins, overlays, or other guidance materials for all advertising material.

Mailing/Delivery Instructions

Materials should be mailed to:
Barbara Wenger
Directors & Boards
1845 Walnut Street, Suite 900
Philadelphia, PA 19103
215-567-3200
fax: 215-405-6078
bwenger@directorsandboards.com

Electronic files should be emailed to
dshaw@directorsandboards.com.

FTP information is available on request.

General Regulations

- Terms are net cash payable in U.S. dollars only.
- Advertisers will be credited if, within a 12 month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

Additional Information

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