

# SPECIFICATIONS AND TERMS

## MECHANICAL SPECIFICATIONS

Publication trim size..... 8.5" w x 10.875"h

Full page (with bleed) ..... 8.75" w x 11.125"h  
(includes .125" bleed on all sides)

Binding..... Perfect

- There is no extra charge for full bleed ads.
- **Keep reading and live matter a minimum of 1/4" from trim.**

## ADDITIONAL AD SIZES

- Spread (trim)..... 17" w x 10.875" h
- Spread (with bleed) ..... 17.25" w x 11.125" h
- Full page (no bleed) ..... 7.25" w x 9.75" h
- 2/3 page ..... 4.78" w x 9.75" h
- 1/2 page horizontal ..... 7.25" w x 4.5" h
- 1/2 page island ..... 4.78" w x 7" h
- 1/3 page vertical ..... 2.3" w x 9.75" h
- 1/3 page square ..... 4.78" w x 4.75" h
- 1/4 page ..... 3.54" w x 4.75" h

## 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

*Directors & Boards* and *Private Company Director* are published by:

MLR Media  
1845 Walnut Street, Suite 900  
Philadelphia, PA 19103

## SUBSCRIPTION PRICE

U.S.: \$325 for a one-year subscription  
Outside U.S.: \$350 (*payable in U.S. dollars*)

## ADVERTISING MATERIAL REQUIREMENTS

We accept high resolution press-ready PDF (PDF/X-1a) files.

- Include/embed all fonts and artwork.
- Image resolution is 300 dpi. Avoid using JPEG images.
- CMYK colors are required. RGB elements must be converted to CMYK. We reserve the right to convert all spot, RGB and LAB colors to CMYK.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.

## MAILING/DELIVERY INSTRUCTIONS

Email materials to:

Monica McLaughlin, Creative Director  
monica@familybusinessmagazine.com  
(215) 405-6073

