

# ad specs

because size matters

DIMENSIONS	WIDTH	HEIGHT
<b>Fractional Ads</b> (No bleed on fractional ads.)		
2/3 vertical	4.4375"	9.75"
1/2 horizontal	6.75"	4.75"
1/2 island	4.4375"	7.25"
1/3 vertical	2.125"	9.75"
1/3 square	4.4375"	4.75"
1/4 page	3.25"	4.75"
1/6 vertical	2.125"	4.75"
1/6 horizontal	4.4375"	2.25"
<b>Full Page Ad</b> (Live matter not intended to bleed should be kept 0.375" from the trim.)		
Trim Area (document should be set to this size)	8.375"	10.875"
Bleed Area (.125" beyond trim/document size)	8.625"	11.125"
Live Area (.375" inside of trim/document size)	7.625"	10.125"
<b>Spread Ad</b> (Live matter not intended to bleed should be kept 0.375" from the trim.)		
Trim Area (document should be set to this size)	16.75"	10.875"
Bleed Area (.125" beyond trim/document size)	17"	11.125"
Live Area (.375" inside of trim/document size)	16"	10.125"
DOCUMENT: Please build spreads as two facing pages at 8.375" x 10.875" (trim size). GUTTER: .375" (from live to trim) x 2(pages) = total gutter width of 0.75".		

## PHYSICAL PUBLICATION SPECIFICATIONS:

**Trim Size:** 8.375" x 10.875"

**Printing Process:** Web Offset, SWOP

**Binding Method:** Perfect

### REMINDERS WHEN PREPARING FILES:

1. Forward these specifications to all involved production and prepress providers.
2. Set zero point at (0,0) to trim before generating file.
3. Colors are process separation. We print CMYK only. Any PMS spot colors used will be converted to process.
4. All legible items are to be within live area. All images must be within .375" from trim. Provide .125" beyond trim on all sides for bleed (no items should bleed on fractionals).
5. Include trim and center marks on PDF. Offset trim marks at least 12 pt.
6. **Do not** use Truetype fonts or enable separations; files must be CMYK composite.

TAMPA BAY  
**METRO**

## FILE DETAILS

### FILE NAMES:

Label files with your advertiser name, issue month and year.  
Example: a Cadillac ad for the Feb/Mar 2014 issue would be:  
Cadillac\_FM\_07.PDF

### FILE FORMATS:

#### WE REQUIRE A "PRESS-OPTIMIZED" PDF OR PDF/X-1A

##### • "PRESS-OPTIMIZED" PDF

-PDFs (Portable Document Format) use your original high-resolution images (266-300dpi) that are the highest quality so professional printing can be optimal.

-All original images must be CMYK. All fonts should be embedded (avoid TrueType fonts).

-Do not save TIFF or EPS files with embedded color management profiles.

-Do not use LZW compression on TIFF files. Do not use TrueType fonts.

##### • PDF/X-1a

A certified "press-ready" PDF document. PDFs (Portable Document Format) use your original high-resolution images (266-300dpi) that are the highest quality so professional printing can be optimal.

In addition, the document must pass a stringent set of "preflight" tests to determine its suitability for printing.

### HARD COPY & PROOFS:

Contact color proof made from final digital data is required for color matching. Please include color bars and trim marks.

Color laser prints are accepted only for layout verification.

We recommend the use of SWOP certified digital proofing systems.

### NATIVE APPLICATIONS:

Native applications are NOT accepted for run-of-book ads; please submit files as PDF or PDF/X-1a.

**metroactive**  
**marketing™**

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