

AD SIZE	NON-BLEED	BLEED	LIVE AREA	TRIM
SPREAD*	16.75" x 9.875"	18.25" x 11.125"	17.25" x 10.375"	18" x 10.875"
PAGE	8" x 9.875"	9.25" x 11.125"	8.5" x 10.375"	9" x 10.875"
2/3 VERTICAL	5.125" x 9.875"	5.875" x 11.125"	5.125" x 10.375"	5.625" x 10.875"
1/2 HORIZONTAL	8" x 4.75"	9.25" x 5.5"	8.5" x 5"	9" x 5.25"
1/3 VERTICAL	2.375" x 9.875"	3.125" x 11.125"	2.375" x 10.375"	2.875" x 10.875"
1/3 SQUARE	5.375" x 4.6875"	N/A	N/A	N/A

*Spread specifications include gutter allowance. If the ad displays an image crossing over the gutter, our pre-press can apply an 1/8" image repeat on each side of the gutter to achieve optimal crossover.

AD DELIVERY

We require that ads be uploaded to our simple and secure ad portal which will ensure that it meets our specifications before going on press.
gardenandgun.sendmyad.com

GENERAL INFORMATION

PUBLICATION TRIM SIZE: 9" x 10.875"
 SAFETY: 0.25" from trim on all sides
 BLEED: 0.125" beyond trim on all sides
 BINDING METHOD: Perfect Bound; jogs to foot
 IMAGE RESOLUTION: 300 dpi
 LINE SCREEN: 150 dpi
 COLOR SPACE: CMYK only; no spot color or RGB

ACCEPTABLE FILE FORMAT

PDF/X-1A: The PDF/X-1a must be made from a PostScript file with all fonts and high-resolution images embedded. Ensure that all elements are a minimum of 300 dpi and 100% in size.

PROOFS

Ads submitted without a SWOP 3-standard proof waive the right to question color/reproduction. Upon request, we can pull a proof on your behalf and add a production charge of \$65 to your invoice.

We also accept supplied Epson, color managed SWOP 3 profiles that include the IDEAlliance Color Control Bar. To download the control strip, visit the downloads section at <http://idealliance.org>

PROOF DELIVERY:

Garden & Gun, Attn: Jenna Todd
 701 East Bay Street #115
 Charleston, SC 29403

WE WANT YOUR AD TO PRINT CORRECTLY

Late ads with problems or last-minute changes increase the chance of print error. Please make every effort to deliver your materials on time and to our specifications.

COMMON AD PROBLEMS TO AVOID:

Please check your ad for these errors before uploading.

- Incorrect dimensions
- Text outside the safety area
- Non-bleed ads that bleed (and vice versa)
- Low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space
- Position marks or color bars in the live area

CHANGING YOUR AD: Any ad intervention requested by the advertiser and/or required by our printer may result in additional charges to the advertiser.

DISCLAIMER: *Garden & Gun* is dedicated to ensuring the best ad reproduction. Please follow this information carefully to ensure that your ad meets stated specifications. We cannot take responsibility for materials that are not in accordance with these specifications.

PRODUCTION CONTACT

Jenna Todd, Production Manager
 PHONE • 843.795.1195
 E-MAIL • jtodd@gardenandgun.com