PRINT AD SPECIFICATIONS

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

For images crossing over an advertising spread, consider potential image loss between LH and RH pages. Any image area critical to remain continuous, please make sure this area does not cross into the gutter.

AD DELIVERY
We require that ads be uploaded to our simple and secure ad portal, which will ensure that they meet our specifications before going on press. https://www.Adshuttle.com/gardenandgun

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
Quad Graphics
Attention: Pete Gallipoli
N64W23110 Main Street
SUSSEX, WI 53089
When sending a hard proof, please also email Vanessa.Coppola@pubworx.com with the date the proof was sent.

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
Vanessa Coppola, Premedia Specialist
Email / Vanessa.coppola@pubworx.com
Phone: 305-859-0090