

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"
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.

PRODUCTION CONTACT

Ed Masson, Production Operations Manager

EMAIL Edward.Masson@pwxolutions.com

PHONE 978.771.8135

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
Edward.Masson@pwxolutions.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

G&G 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.