



THE
TRADES PUBLISHING
COMPANY, INC.

Mechanical Specifications

- **Publications Size:**
Super Tabloid (10.5"x16.25")
- **Super Tabloid Ad Sizes:**
 - **Quarter** 4.75"W x 7.5"H
 - **Half Horizontal** 9.75"W x 7.5"H
 - **Half Vertical** 4.75"W x 15.25"H
 - **Full** 9.75"W x 15.25"H
 - Live area 9.75"x15.25"
 - Trim size 10.5"x16.25"
 - Bleed 11"x17"
- **Paper:**
 - **Park:** Semi-Gloss Swop Coated
 - **Golf:** Outside pages Glossy; Inside Semi-Gloss Swop Coated
 - **LA:** Glossy Swop Coated
- **Resolution:** 300 dpi Minimum
- **Printing Process:** Web Offset Heat Printing
- **Fonts:** Postscript Level 1 and True Type - PC ONLY
For BEST results convert fonts to outlines where possible.



Preferred Material

- **Labels:** Please label your files with your company name
- **Digital Files:**
 - **PDF** - (joboptions file is available upon request)
 - **EPS or AI** - Adobe Illustrator (convert fonts to outlines)
 - **INDD** - Adobe Indesign with images as separate files
 - **QXD or QXP** - QuarkXpress with images as separate files
 - **TIF or PSD** - Adobe Photoshop layers intact when possible
 - **JPG** - with little to no compression
 - **ZIP or SIT** also available
- **Media CD-R** finalized and **CD-RW**

Submission Options

- **Email to:** layout@thetrades.com
- **Mail to:**
The Trades Publishing Company
20 Our Way Drive
Crossville, TN 38555

Questions call Production Dept. at 931-484-8819
or email layout@thetrades.com