

MECHANICAL SPECIFICATIONS

- **Publication Size:** Super Tabloid (10.625x14.5")
- **Printing Process:** Web Offset Heat Printing
- **Paper:** Glossy wrap with bright white non-coated interior
- **Resolution:** 300 dpi Minimum
- **Ad Sizes:**
 - **Quarter** 5"W x 6 15/16"H
 - **Half Horizontal** 10 1/6"W x 6 15/16"H
 - **Half Vertical** 5"W x 14 1/16"H
 - **Full** 10 1/6"W x 14 1/16"H
- **Bleed:** Only full page ad has bleed option. Finished sized ad is 10.625"W x 14.5"H with live copy area of 10 1/6"W x 14 1/16 "H.
- **Fonts:** Postscript Level 1 and True Type - PC ONLY

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
 - **TIF or PSD** - Adobe Photoshop layers intact and text rasterized
 - **JPG** - with little to no compression
 - **ZIP** - also available
- **Media CD-R finalized and CD-RW**

Submission Options

- **Email to:** John@thetrades.com
- **Upload site:** www.thetrades.com/upload
- **Mail to:** The Trades Publishing Company
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