

# Print Specs

## Full Page



8 1/4" x 11 1/8"  
210 mm x 282 mm

## 2/3 Page



4 1/2" x 9-3/4"  
114 mm x 247 mm

## 1/2 Page Vertical



3 3/8" x 9 3/4"  
86 mm x 247 mm

## 1/2 Page Island



4 1/2" x 7 1/2"  
114 mm x 191 mm

## 1/2 Page Horizontal



7" x 4 7/8"  
178 mm x 124 mm

## 1/3 Page Vertical



2 3/16" x 9 3/4"  
56 mm x 247 mm

## 1/3 Page Square



4 1/2" x 4 7/8"  
114 mm x 124 mm

## 1/4 Page Square



3 3/8" x 4 7/8"  
86 mm x 124 mm

## 1/4 Page Horizontal



7" x 2 3/8"  
178 mm x 60 mm

## 1/6 Page Vertical



2 3/16" x 4 7/8"  
56 mm x 124 mm

## 1/6 Page Horizontal



4 5/8" x 2 3/16"  
117 mm x 56 mm

## Advertising Materials

Ads are produced using computer-to-plate technology.

## Digital Files

File Formats: PDF/x1a, PDF (Press Optimized), EPS and Tiff. Final effective resolution for all images and PDFs should be 300 dpi. Files should meet the size specifications listed. Color space: CMYK, or grayscale; no spot colors, no RGB. Ads not conforming to color specifications will be converted to CMYK. Benjamin Media Inc. is not responsible for color shifts due to conversions from RGB to CMYK. Hard-copy proofs are recommended but not required with all submitted materials. We accept no responsibility for color, content or quality if a color proof is not provided. Benjamin Media Inc. reserves the right to resize, re-crop or otherwise alter ads that are supplied incorrectly.

**There is a minimum additional charge for Ad Creation/Modification \$75/hour**

## Inserts

Please call for pricing.

## Special Positions

Guaranteed only with a 10% extra charge added to space rate.

## Short Rates

Advertisers will be short-rated if within a 12-month period from the date of the first insertion, they do not use the amount of space that their billing was based.

## Agency Commissions

15% of gross billing is allowed to recognized agencies on space, color, special positions and inserts.

## Shipping Instructions

Please submit large electronic files via our file sharing service at <https://www.hightail.com/u/benjaminmedia>

## Ad Sizes

Full Page Trim Size: 8 1/8" x 10 7/8" (206 mm x 276 mm).  
Gatefold Cover: 16 1/4" x 10 7/8" (413 mm x 276 mm).  
Spread: 16 1/4" x 10 7/8" (413 mm x 276 mm).

## Bleed Specs

Single Page: 8 1/4" x 11 1/8" (210 mm x 282 mm).  
Spread: 16 1/2" x 11 1/8" (419 mm x 282 mm).  
Allow minimum 1/4" (6 mm) in from trim edge for live matter.

## Non-Payment

In the event of non-payment, publisher reserves the right to hold the advertiser and/or its advertising agency individually and/or jointly liable.

Disclaimer: Advertisers and ad agencies assume liability for all content (including text, representations and illustrations of advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher. Publisher reserves the right to reject any advertising that he/she feels is not in keeping with the publication's standards. Publisher cannot guarantee bonus distribution.

### Advertising

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