

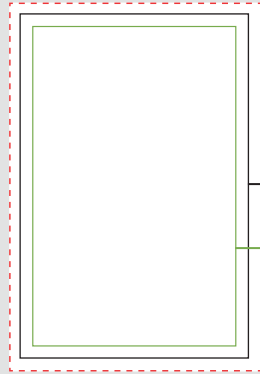
# Print Specs



## Full Page

**Inches:** 8 1/4 x 10 3/4\*  
**Decimal:** 8.25 x 10.75\*

\*This includes a 1/8" (.125") bleed on each side.



**Bleed - 8 1/4" x 10 3/4":** Printing that goes beyond the edge of the sheet and will be trimmed off. It ensures that your ad will seamlessly blend to the edge of the page with no white margin.

**Page Edge (Trim) - 8" X 10 1/2"**

**Safety - 1/4" in from trim:** This is the area that is far enough away from the edge of the page that no important logos or text will be cut off during the printing process. You should make sure all important elements in your ad are within this zone.



## 2/3 Page

**Inches:** 4 1/2 x 9-3/4  
**Decimal:** 4.5 x 9.75



## 1/2 Page Vertical

**Inches:** 3 3/8 x 9 3/4  
**Decimal:** 3.375 x 9.75



## 1/2 Page Island

**Inches:** 4 1/2 x 7 1/2  
**Decimal:** 4.5 x 7.5



## 1/2 Page Horizontal

**Inches:** 7 x 4 7/8  
**Decimal:** 7 x 4.875



## 1/3 Page Vertical

**Inches:** 2 3/16 x 9 3/4  
**Decimal:** 2.1875 x 9.75



## 1/3 Page Square

**Inches:** 4 1/2 x 4 7/8  
**Decimal:** 4.5 x 4.875



## 1/4 Page Square

**Inches:** 3 3/8 x 4 7/8  
**Decimal:** 3.375 x 4.875



## 1/4 Page Horizontal

**Inches:** 7 x 2 3/8  
**Decimal:** 7 x 2.375



## 1/6 Page Vertical

**Inches:** 2 3/16 x 4 7/8  
**Decimal:** 2.1875 x 4.875



## 1/6 Page Horizontal

**Inches:** 4 5/8 x 2 3/16  
**Decimal:** 4.625 x 2.1875

## Material Submission Instructions

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

### Advertising

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## 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.

## 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.*