

# NOW advertising sizes and specifications



<p><b>FULL PAGE (BLEED)</b> 8.75 x 10.4375"</p> <p>Trim 8.25 x 9.9375"</p> <p>Live Area 1/4" from trim</p>	<p><b>FULL PAGE (NON-BLEED)</b> 7.75 x 9.25"</p>	<p><b>2/3 PAGE (V) (BLEED)</b> 5.75 x 10.4375"</p> <p>Trim 5.5 x 9.9375"</p> <p>Live Area 1/4" from trim</p>
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<p><b>2/3 PAGE (V) (NON-BLEED)</b> 5.125 x 9.25"</p>	<p><b>1/2 PAGE (V) (BLEED)</b> 4.375 x 10.4375"</p> <p>Trim 4.125 x 9.9375"</p> <p>Live Area 1/4" from trim</p>	<p><b>1/2 PAGE (V) (NON-BLEED)</b> 3.875 x 9.25"</p>
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<p><b>1/2 PAGE (H) (BLEED)</b> 8.75 x 5.1875"</p> <p>Trim 8.25 x 4.9375"</p> <p>Live Area 1/4" from trim</p>	<p><b>1/2 PAGE (H) (NON-BLEED)</b> 7.75 x 4.5625"</p>	<p><b>1/3 PAGE (V) (BLEED)</b> 2.875 x 10.4375"</p> <p>Trim 2.625 x 9.9375"</p> <p>Live Area 1/4" from trim</p>
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<p><b>1/3 PAGE (V) (NON-BLEED)</b> 2.5 x 9.25"</p>	<p><b>1/3 PAGE (SQ)</b> 5.125 x 4.5625"</p>	<p><b>1/4 PAGE (V)</b> 3.8125 x 4.5625"</p>
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## ATTENTION GRAPHIC DESIGNERS

All ads must be submitted as PDF files.

Guidelines for ad submissions:

- We recommend Adobe products to create PDF/X-1a files. This format conforms to industry standards.
- All ads should be high resolution. We recommend 300 dpi for photographs and 1200 dpi for bitmaps. All fonts must be outlined.
- Use CMYK only, no spot colors. Convert all RGB files to CMYK prior to submission. SWOP standards apply, and maximum ink density should not exceed 300. Rich blacks should be built as 60C, 40M, 40Y, 100K.
- Set trapping on native files to ensure knockouts and overprints print correctly. Do not include crop marks as they can potentially show up due to paper shift during the trim process.
- Please supply a SWOP color proof to ensure accuracy. Without a SWOP color proof, *NOW* cannot be responsible for quality of ad reproduction.
- If ad submitted is not to size, client will be responsible for resizing to specs. In the event that the client cannot, *NOW* will resize the ad to the best of its ability with the resources at hand. Ad resizing may be subject to a \$50 design charge.
- Files not supplied as PDFs are subject to a \$25 conversion fee. Late ad material may be subject to a \$100 late charge.

# now

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