



Anti Aging Medical News

The Business-to-Business Trade Magazine of the Anti-Aging Industry And The Award-Winning Publication of the American Academy of Anti-Aging Medicine



MECHANICAL SPECIFICATIONS

AD SIZE	BLEED	TRIM SIZE ¹ (width x height)	LIVE AREA ² (width x height)	BLEED SIZE ³ (width x height)
Full Page	No	7.5 x 10 in.	7.5 x 10 in.	-
	Yes	8.375 x 10.875 in.	8.125 x 10.625 in.	8.625 x 11.125 in.
Two-Page Spread	No, Two separate full pages	7.5 x 10 in. (x2)	7.5 x 10 in. (x2)	-
	No, Except for the center crossover	16 x 10 in.	16 x 10 in.	
	Yes	16.75 x 10.875 in.	16.5 x 10.625 in.	17 x 11.125 in.
Half Page (H)	No	7.5 x 4.875 in.	7.5 x 4.875 in.	-
	Yes	8.375 x 4.875 in.	8.125 x 4.875 in.	8.625 x 4.875 in.

¹Trim Size is the size of the finished size of the ad, after publication cut to size.

²For ads that bleed, the Live Area is an 1/8-in. safety margin on all sides to ensure that copy is not cut off during publication trimming.

³Bleed Size includes an additional 1/8-in. on all bleed sides, prior to publication trimming.

Ad Requirements

To ensure the highest quality print advertisements possible, please adhere to the following requirements.

We accept the following formats: Adobe InDesign 1.0 – CS2, QuarkXPress 4.1 – 6.5, Adobe Photoshop 6.0 – CS2, Adobe Illustrator 8.0 – CS2 (EPS Format). Please see below for details on how to prepare your files.

General Guidelines: To avoid production charges (\$75 per hour), your digital artwork must conform to our ad specifications. All ads must contain a border that extends around the entire ad, except full-page ads. All ads must be sized according to the ad specifications per the advertising contract. Lines knocking out of a 4/Color background image, gradient or solid color must not be smaller than 1 point.

Artwork: All artwork must be sent as a separate file, whether embedded or placed. It must be either PDF, TIFF, EPS or Native File Format as listed above. Use 4-Color (CMYK) or Grayscale (Black & White). It must be sent at 100% full physical print size at a resolution of 300 DPI. It cannot exceed 270% total ink density.

Fonts: InDesign and QuarkXPress documents must include all screen and printer fonts. Fonts in Illustrator must be converted to OUTLINES. Photoshop text must be rendered (not editable text). Black text must be 100% black or a shade of solid black, not a combination of values using CMYK (Cyan, Magenta, Yellow & Black, otherwise known as 4/Color) which turns the text color to rich black. Knocked out text must not be smaller than 10 points, 4/Color text, text knocking out of a 4/Color background, image, gradient or solid color, must not be smaller than 12 points.

NOTE: Ads with text or lines that do not meet these requirements will not print clearly.

Raster Ads: Pixel-based artwork (rasterized) must not contain text smaller than 12 points, reversed or color text smaller than 14 points, or lines thinner than 1 point. Text and lines should be added in one of the page layout applications listed above. Your ad must be in PDF, TIFF, EPS or Native File Format (listed above), and must be either 4-Color (CMYK) or Grayscale (Black & White).

NOTE: Ads with text or lines that do not meet these requirements will not print clearly.

PDF File Requirements: All fonts must be embedded. No OPI tags on images/artwork or any profiles of any kind such as ICC. Images/Artwork should be at least 300 dpi. Black type should be 100% Black/Grayscale. It is recommended that reverse type be no smaller than 10 points. Reverse type in colored boxes is not recommended. The Total Ink Density of your advertisement should not exceed 270%. Ink density exceeding these values will oversaturate, causing your advertisement to appear darker than intended. We prefer PDF's to be exported with the following Adobe Preset "Press Quality".

For more detailed specifications and requirements, please contact MPA Media at 800-324-7758 or visit www.mpamedia.com

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