



## 2008 AD SPECIFICATIONS

**Please Ship To:** Quad Graphics Attn: Luke Zuchowski c/o *Inc.*  
N63 W23075 Main St., Sussex, WI 53089-2827 Phone: 414.566.2834  
• Please include instructions as to what issue the materials will run in  
• Please call the *Inc.* Production Department for material extension

PAGE DIMENSION	LIVE AREA	TRIM	SUPPLIED BLEED
Full Page	7 1/2" x 10 3/8"	8" x 10 7/8"	8 1/4" x 11 1/8"
2 Page Spread	15 1/2" x 10 3/8"	16" x 10 7/8"	16 1/4" x 11 1/8"
2/3 Page	4 3/4" x 10 3/8"	5" x 10 7/8"	5 1/8" x 11 1/8"
1/2 H Spread	15 1/2" x 5"	16" x 5 1/4"	16 1/4" x 5 3/8"
1/2 Horizontal	7 1/2" x 5"	8" x 5 1/4"	8 1/4" x 5 3/8"
1/3 Vertical	2 3/8" x 10 3/8"	2 5/8" x 10 7/8"	2 3/4" x 11 1/8"
1/3 Square	4 3/4" x 5"	5" x 5 1/4"	5 1/8" x 5 3/8"

Keep live matter 1/4" from trim on each side  
For ad spread units, please supply 1/16" duplicated image on both sides of the centerline

### DIGITAL MATERIALS

**Magazine Specifications:** *Inc.* magazine is perfect bound.  
Trim size = 8" x 10 7/8"  
(All ad specifications are in inches)

**File Formats:** PDFX-1A  
TIFF/IT-P1 (FP, CT, LW or FP, CT, HC)  
Scitex Native (CT and LW)  
Scitex.job (CT and NLW)  
Scitex Handshake (CT and LW)  
Resolution:  
LW files – 72 resolution (dots per mm)  
CT files – 12 resolution (dots per mm)  
Offset – 0,0 offset preferred  
(The CT resolution should be equally divisible into the LW resolution)

**Disk Types:** Files should be saved to Zip disks or CD.

**Proofs:** A hard copy proof at 100% size must be provided for each digital file.  
Proofs must be SWOP® certified.  
For a complete up-to-date listing of SWOP® approved color proofs, please visit  
<http://www.swop.org/certification.html>.  
The proof should indicate the proofing product or system used, prepress  
supplier contacts, and information showing conformance to the  
manufacturer's application data sheet.

**Contact Info:** Please call the *Inc.* Production Department with any questions  
Jane Hazel, Production Manager 212.389.5308  
Dave Powell, Production Coordinator 212.389.5416

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