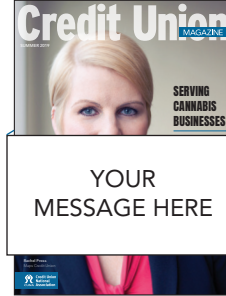


Stick, tip or wrap your brand around *Credit Union Magazine* for maximum impact. Inserts, bellybands, dot whack cover stickers and cover wraps are available, but limited.



### Cover tip

Capture readers' attention with the premium placement of a cover tip insert. The 7.625" x 10.375" card is affixed to the cover with releasable glue and can include a business reply card.



### Bellyband

Your full-color art prints on the front of the bellyband. The 5" x 17.625" strip wraps around the magazine. The standard paper stock is white, glossy, 80# text.



### Dot whack

A dot whack is a 2" round sticker printed with your message on the magazine's cover.

## Print specs preferred format

- // Adobe Acrobat PDF high res file using PDF/x-1a:2001 settings
- // **Embed all fonts**
- // Document size should be the exact dimensions shown in the specifications in the "Print Ad Dimensions"
- // Your ad is **REQUIRED** to include bleeds, set at 0.125" outside of page size in height and width, as well as crop marks indicating page edge

## Proofs

- // Furnish a digital proof with a colorbar and registration marks SWOP approved ([SWOP.org](http://SWOP.org))
- // If a proof is not furnished, or if a laser quality proof is supplied, the publisher does not assume final press color responsibility

## Additional ad information

- // Include advertiser and issue date in the file name
- // No live copy within 0.25" of page trim
- // Allow 0.375 safety for test crossing gutter in spread ads. Same text safety inside trim rule applies
- // Any bleed images need to extend beyond page trim 0.125"
- // **Final PDF must be CMYK ONLY.** Convert all RGB images and Pantone® spot colors to CMYK
- // All placed raster image files must carry between 240 ppi and 300 ppi resolution for halftones or four-color images
- // **No embedded fonts or graphics files** within placed images
- // Ads will be checked for technical problems within five business days from the ad mechanical deadline date

## Print ad dimensions

	Trim size	Final ad size with bleed
Cover tip	7.675" x 10.375"	7.75" x 10.5"
Belly band	5" x 17.625"	5.125" x 17.75"
Dot whack	2" round	2" round