

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).

// 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 text 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 graphic 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
Full-page	8.125" x 10.875"	8.375" x 11.125"
Two-Page spread	16.25" x 10.875"	16.5"x11.125"
Junior spread	15" x 4.625"	15.25" x 4.875"
1/2-page horizontal	7"x4.625"	7.25" x 4.875"

Credit Union Magazine Print Ad Dimensions

Full-Page Trim Size:

8.125" x 10.875"
Plus 0.125" for bleed
each side

1/2-Page Horizontal:

7" x 4.625"

Two-Page Spread

Trim Size: 16.25" x 10.875"
Bleed Size: 16.5" x 11.125"
0.375" safety for perfect bound book spread
(type crossing gutter)

Junior spread size:

15" x 4.625"
0.375" safety for perfect bound book spread
(type crossing gutter)

