



	Ad Sizes Width x Depth
Full page	7.5" x 10"
2/3 page	4.925" x 10"
1/2 page (horizontal)	7.5" x 4.875"
1/3 page (square)	4.925" x 4.875"
1/3 page (vertical)	2.375" x 10"
1/4 page (square)	3.625" x 4.875"
1/8 page (horizontal)	2.375" x 3.625"

	Bleed Sizes Width x Depth
	8.75" x 11.125"
- FINAL PUBLICATION SIZE: 8.5" X 10.875"	
- Keep important information in the "live area" (0.5" from all edges)	

Mechanical Requirements

a) Cincy is printed web offset on coated stock. In general, follow AAAA recommended standards for offset printing.

b) Cincy is printed direct to plate. We also accept ads as digital files.

Preferred formats are QuarkXPress, Adobe Illustrator, Macromedia Freehand and Adobe Photoshop. All fonts and related art must be included. Also, all art (photographs, illustrations) must be at least 350 dpi and all line screen art (logos) must be at least 800 dpi. PDF files are the preferred format. We are not able to manipulate PDF files to correct colors or low resolution

images. Final reproduction quality is contingent on sharpness of material furnished.

c) Proofing: One proof for identification purposes is required. Match AAAA Color rotation is cyan, magenta, yellow, black. Color density of total colors is not to exceed 260 percent with no more than one color being solid.

d) Acceptable material: Files may submitted on CD/DVD or sent to our FTP site. Visit www.glpublishing.com for step-by-step instructions.

e) Electronic file disposition: Unless specific instructions are issued, all material will be deleted one year after last run.