

MECHANICAL Specifications

All ad materials should be submitted in digital format, designed according to the instructions outlined on the Mechanical Specs page below. For all questions regarding materials, contact the Production Department at: production@defensestandard.com.

FORMAT

All ads must be submitted in a High Resolution PDF file format and submitted digitally. Submitted files must be no larger than 20 MB.

SIZING

FULL PAGE BLEED: include a minimum of 1/8" to all edges past the trim

HALF PAGE BLEED: include a minimum of 1/8" to all edges

THIRD PAGE BLEED: include a minimum of 1/8" to all edges

LIVE COPY AREA: Keep copy to 1/4" INSIDE trim

LINE SCREEN: 1501 pi (1331 minimum)

FONTS: Postscript fonts only. True Type Fonts are not acceptable. All printer and screen fonts must be included in files.

TRIM SIZES

Ad Size	Page Dimensions (w/out bleed)*
Double Page Spread	16-5/8" x 11-1/8"
Full Page	8-3/8" x 10-7/8"
Half Page Horizontal	8-3/8" x 5-7/16"
Third Page Vertical	2-3/4" x 10-7/8"
Trim Size with Full Bleed	8.5" x 11"
Final Trim Size	8-3/8" x 10-7/8"

* BE SURE TO INCLUDE BLEED!

IMAGES

Must be in TIFF or EPS format in CMYK (NOT RGB) at 300 dpi resolution (high-resolution). Please perform all color corrections in Photoshop before you import into any application.

SUBMITTING ADS

Email

Email your ad digitally directly to our production department at production@defensestandard.com. This is the preferred method of submitting ads.

If you have questions about submitting via email, contact

All Inquiries: 813-864-6360 x103

Mail

You can also submit your ad and color proof on a Mac-format compact disc (CD or Zip) to:



*NOTE: We cannot make any promise to return the disc or zip to the advertiser although we will make every effort to do so.

BOX.net

Please contact our production department and someone will walk you through the steps of uploading to our box.net account.

PROOFS

A color proof can be supplied that accurately reproduces the color of the ad to be used for color matching on press. Desktop Inkjet color proofs are not acceptable. If copy changes are made, proof should be marked "For Color Proof Use Only."

All Inquiries: 813-864-6360 x103