JHSM — JACKSON HOLE SNOWBOARDER MAGAZINE

Print Ad Requirements

MAGAZINE TRIM SIZE: 8.75" X 8.75" (SQUARE)
BINDING: PERFECT BOUND

FILE TYPES AND DELIVERY:
• Print-optimized PDF files
• Prepare files to JHSM's specs in accordance with SWOP specifications. If the below guidelines are not met, the color and quality of print reproduction may vary

FILE SPECIFICATIONS/GENERAL GUIDELINES:
• Include/embed all fonts and artwork
• Max density (total area coverage) is 300%
• Image resolution is 300 dpi *minimum*
• CMYK color only. No spot colors. RGB elements must be converted to CMYK
• Files must be single pages or spreads, no multipage files
• Do not nest PDF files in other PDFs, EPS files in other EPSs
• Do not use illegal characters such as ("()*&^%$#@!'{}[]|\',;: in file names

DOCUMENT SETTINGS:
• Ads should be built at 100% trim size
• Bleed should be set to 1/8" (.125") on all sides
• Keep all content 1/4" (.25") inside trim dimensions on all sides (SAFE AREA)
• Do not save files with any printers marks (crop marks, etc)
• 2-Page Spread Ads: keep all text and important content 1/4" (.25") away from either side of center or 1/2" total across the gutter

FONTS:
• Fonts must be properly embedded or outlined. MISSING FONTS WILL REQUIRE CORRECTIONS
• Do not apply type styles to basic fonts, use the actual font
• Fonts should always be vectors. Use a program like InDesign or Illustrator to add type to ad - not Photoshop.
• Single color type and line art should not be less than .004" at the thinnest area. General guideline is nothing thinner than the equivalent of a hairline rule.

PROOFS:
• JHSM does not accept color proofs. SWOP proofing standards are used Press side for publication printing. Advertisers should calibrate their proofing devices to Industry SWOP Standards for Publication Printing. Refer to www.swop.org for additional information.

We charge a $200 fee for all ad corrections

FILE QUESTIONS?

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AD SIZE	TRIM SIZE	BLEED?	BLEED / SAFE ZONE
Full-Page	8.75 x 8.75	Yes	.125" / .25"
Vertical Half-Page	3.625 x 7.5	No	0" / .25"
Horizontal Half-Page	7.5 x 3.625	No	0" / .25"
Quarter-Page	3.625 x 3.625	No	0" / .25"
2-Page Spread	17.5 x 8.75	Yes	.125" / .25"
Inside Cover Spread	17.5 x 8.75	Yes	.125" / .25"
Back Cover	8.75 x 8.75	Yes	.125" / .25"