

Advertising Dimensions

Trim Size

| | |
|----------------------|------------------|
| Full Page | 5 1/4" x 7 1/4" |
| Half Page Horizontal | 5 1/4" x 3 7/16" |
| Half Page Vertical | 2 9/16" x 7 1/4" |
| Spread | 10 1/2" x 7 1/4" |

Non-Bleed Advertising

| | |
|-----------------------|------------------|
| Full Page | 4 3/4" x 6 3/4" |
| Half Page Horizontal | 4 3/4" x 3 1/16" |
| Half Page Vertical | 2 3/16" x 6 3/4" |
| Quarter Page Vertical | 2 3/16" x 3" |

Bleed Advertising*

| | |
|----------------------|------------------|
| Full Page | 5 1/2" x 7 1/2" |
| Half Page Horizontal | 5 1/2" x 3 3/4" |
| Half Page Vertical | 2 7/8" x 7 1/2" |
| Spread | 10 3/4" x 7 1/2" |

Live Area

Limit for live matter on bleed pages no closer than 1/4" from final trim.

* Bleed ad measurements include 1/8" bleed outside trim area.

Send Materials To

Guideposts Magazine

Attn: Catherine Lisotta

100 Reserve Road, Suite E200

Danbury, CT 06810-5212

Or via email to Catherine Lisotta at clisotta@guideposts.org.

Please contact Catherine Lisotta with all production inquiries at (212) 251-8167 or clisotta@guideposts.org.

Material Specifications

General Specifications

GAA/SWOP standards apply.

Digital

Digital file formats accepted are press-quality PDFs, or Zip, or Stuffit® archives with packaged Quark or InDesign files. Native files must have been collected for output to include all fonts and high-res images.

General Requirements

Printing Process

- Covers, offset. Color Rotation, KCMY. Line screen is 150.
- Text, gravure. Color Rotation, YMCK. Line screen is 133.

Binding Method (February—May 2020)

- Saddle wire
- Cover: 60# coated two sides, #5
- Text: 30# super calendered B

Binding Method (June/July 2020 on)

- Perfect Bound
- Cover: 80# text, Grade 4 Offset Gloss
- Text: 40# text, Grade 5 Roto Gloss

Colors Available — GAA/SWOP Standards Apply

- Black
- Black and one color (Created using process colors)
- Four color process
- Maximum ink density is 320

Furnished Inserts

- Copy approval of insert content is required prior to acceptance.
- Meeting specifications for inserts is required. Insert specifications available upon request.