

Advertising Dimensions

Trim Size

Full Page	5 ¼" x 7 ¼"
Half Page Horizontal	5 ¼" x 3 7/16"
Half Page Vertical	2 9/16" x 7 ¼"
Crossover Spread	10 ½" x 7 ¼"

Non-Bleed Advertising

Full Page	4 ¾" x 6 ¾"
Half Page Horizontal	4 ¾" x 3 1/16"
Half Page Vertical	2 3/16" x 6 ¾"
Quarter Page Vertical	2 3/16" x 3"

Bleed Advertising*

Full Page	5 ½" x 7 ½"
Half Page Horizontal	5 ½" x 3 ¾"
Half Page Vertical	2 7/8" x 7 ½"
Crossover Spread	10 ¾" x 7 ½"

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
 39 Old Ridgebury Road, Suite 27
 Danbury, CT 06810

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

Ad Portal Address

Upload digital files at:
portal.lsc.com/guideposts

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 uploaded to the ad portal address shown below. Ad portal is accessible using any browser. Native files must have been collected for output to include all fonts and high-res images.

Shipping Instructions

Advertiser must include: 2 color proofs with materials (GAA/SWOP approved contract proofs) and copy of insertion order for identification purposes.

General Requirements

Printing Process

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

Binding Method

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

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.
- In most cases, you will be asked to print a *Guideposts* backing insert. Before ordering paper, please call to confirm size and format.