

Specifications | 2022 Print Advertising

Print Advertising Specifications & Deadlines

PRINTING SPECS:

Heat-set, Web Offset, 133 Line Screen, Perfect Bound, 8" X 10.875" Trim Size
Additional production charges may be incurred if supplied ads do not follow listed specifications.

PREFERRED FILE FORMAT:

A high resolution (300 dpi) Adobe PDF or PDF/X-1a with embedded fonts, CMYK colors, and flattened transparency.

ACCEPTABLE NATIVE-FILE FORMATS:

Adobe InDesign, Adobe Illustrator, Adobe PhotoShop. All images/elements must be 300DPI at 100% of size, TIFF or PSD format. Adobe Illustrator files must have all fonts converted to outlines.

FONTS:

Open Type fonts are industry standard and preferred. Please note that Adobe will disable support for of Type 1 fonts (PostScript, PS1, T1, Adobe Type 1, Multiple Master, or MM) in January 2023. Type 1 fonts can be problematic and not render correctly. We are not responsible for errors caused by Type 1 fonts.

COLOR:

Everything must be in CMYK format and color corrected. RGB files are not acceptable. All other color formats (RGB, Pantone/PMS...) will be converted to CMYK. We are not responsible for colors which must be converted to CMYK. Overall printing maximum density of all colors cannot exceed 300%.

COLOR PROOFS:

Please supply a SWOP certified color proof pulled from supplied materials. If you do not supply a proof, we can provide one at a charge of \$75. If no proof is provided and you choose not to purchase one we will not be responsible for any color issues with the printed advertisement.

AD MATERIAL SUBMISSION:

Ads can be emailed to ads@mspm.com (25mbs or less). For larger file sizes please contact our production manager for FTP information:
Lucy Mullen | 612-474-2750 | ads@mspm.com

STANDARD PAGE SIZES (IN INCHES)

UNIT	WIDTH	HEIGHT
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TWO PAGE SPREAD	16 X	10.875
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Live text and art should be kept .313 (5/16TH) from all sides. Allow .25 in gutter to compensate for perfect binding process.

Bleed option: increase by .125 on all sides.

FULL PAGE	8 X	10.875
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Live text and art should be kept .313 (5/16TH) from all sides.

Bleed option: increase by .125 on all sides.

2/3 VERTICAL	4.625 X	10
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1/2 HORIZONTAL	7 X	4.875
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1/2 VERTICAL	4.625 X	7.25
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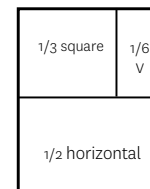
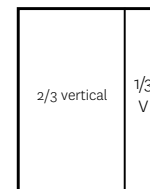
1/3 SQUARE	4.625 X	4.875
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1/3 VERTICAL	2.25 X	10
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1/6 HORIZONTAL	4.625 X	2.3125
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1/6 VERTICAL	2.25 X	4.875
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1/12	2.25 X	2.3125
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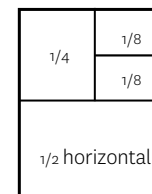


COOP AD DIMENSIONS

1/2 H = 7 X 4.5

1/4 = 3.375 X 4.5

1/8 = 3.375 X 2.125



AD DEADLINES

January	11/18/21
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February	12/17/21
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March	1/24/22
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April	2/18/22
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May	3/21/22
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June	4/25/22
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July	5/20/22
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August	6/17/22
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September	7/25/22
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October	8/19/22
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November	9/19/22
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December	10/24/22
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Any questions about these specifications should be directed to:

Lucy Mullen | lmullen@mspm.com | 612-805-4215

Josh Allen | 612-336-9260 | jallen@mspm.com