ADVERTISING SPECS

Unit size	Live area WIDTH X HEIGHT	Trim WIDTH X HEIGHT	Bleed WIDTH X HEIGHT
SPREAD*	14.5" x 9.38" 368.3mm x 238.3mm	16.0" x 10.5" 406.4mm x 266.7mm	16.25" x 10.75" 412.8mm x 273mm
1/2 PAGE SPREAD*	14.5" x 4.44" 368.3mm x 112.8mm	N/A	N/A
FULL PAGE	6.375" x 9.375" 161.9mm x 38.1mm	8.0" x 10.5" 203.2mm x 266.7mm	8.25" x 10.75" 209.6mm x 273mm
1/2 PAGE VERTICAL	3.0625" x 9.375" 77.8mm x 238.1mm	N/A	N/A
1/2 PAGE HORIZONTAL	6.375" x 4.57" 161.9mm x 116.1mm	N/A	N/A
1/3 PAGE VERTICAL	1.9583" x 9.375" 49.7mm x 238.1mm	N/A	N/A
1/3 PAGE SQUARE	4.1667" x 4.555" 105.8mm x 115.7mm	N/A	N/A
1/4 PAGE VERTICAL	3.065" x 4.555" 77.9mm x 115.7mm	N/A	N/A
1/8 PAGE VERTICAL	1.9583" x 4.555" 49mm x 115.7mm	N/A	N/A
1/8 PAGE HORIZONTAL	2.215" x 4.1667" 56.3mm x 105.8mm	N/A	N/A

Please allow .375" in the center of artwork for gutter.

Digital edition specs

To ensure that all URLs in ads remain active in digital edition, embed URLs as fonts – not as images. When the ad is being designed, DO NOT convert the URL text to paths or it will no longer be an active link.

Uploading instructions

For uploading instructions, contact:

HEATHER ARNOLD, Director of Production and Circulation
harnold@pocketoutdoormedia.com

Accepted files

- Adobe PDF/X1-a files created CMYK; all images embedded
- Adobe InDesign files with all images and fonts included
- Adobe Illustrator files with all images included or embedded and fonts included or converted to outlines
- Adobe Photoshop EPS and TIFF files with layers flattened

FOUR COLOR NET RATES

UNIT	NATIONAL
SPREAD	$9,100
1/2 SPREAD	$5,270
FULL PAGE	$4,783
1/2 PAGE	$3,121
1/3 PAGE	$2,400
1/4 PAGE	$1,826

Color ads

- CMYK
- Minimum 266 dpi
- 133 line screen
- Best black build: 30c, 30m, 30y, 100k
- Remove all color management profiles

Optional proofs

All files may be accompanied by a proof created directly from the supplied digital file at 100% size and to SWOP standards.

Acceptable proofs

- Contract proof (Matchprint or Kodak approval)
- Rainbow proof
- Iris proof

Color fidelity or content on press cannot be guaranteed if a contract proof is not supplied with your files. A make-good cannot be considered if an acceptable proof is not supplied

PRODUCTION CONTACT
Pocket Outdoor Media, Production Department
harnold@pocketoutdoormedia.com