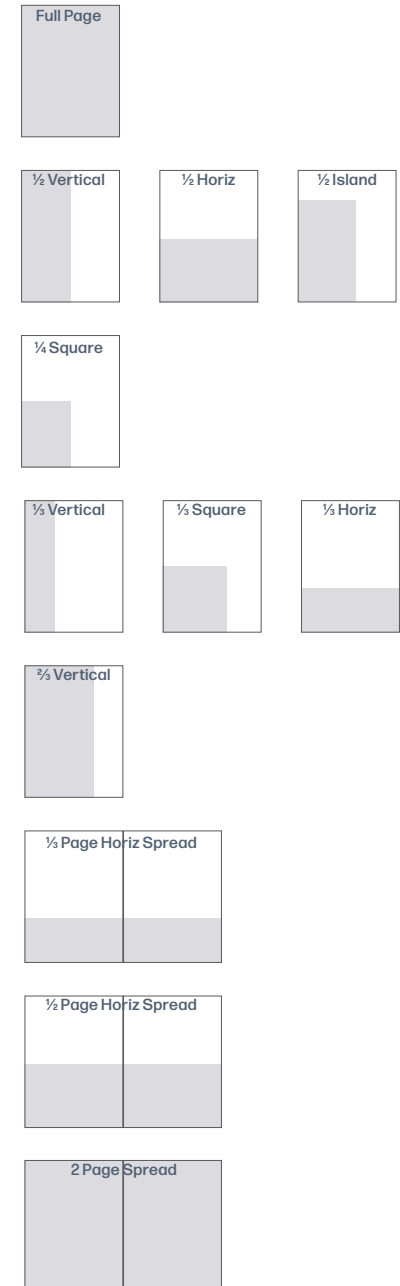


CStore Decisions Ad Specifications				
Ad Size	Ad Shape	Bleed	Trim	Live/Non-bleed
Full Page	Full Page	8 1/4" x 11 1/8" (8.25" x 11.125")	8" x 10 7/8" (8" x 10.875")	7 1/2" x 10 3/8" (7.5" x 10.375")
1/2 Page	1/2 Vertical	4" x 11 1/8" (4" x 11.125")	3 3/4" x 10 7/8" (3.75" x 10.875")	3 3/8" x 10 (3.25" x 10")
	1/2 Island	5 1/8" x 8 1/8" (5.125" x 8.125")	4 7/8" x 8 1/8" (4.875" x 8.125")	4 3/8" x 7 3/8" (4.375" x 7.375")
	1/2 Horizontal	8 1/4" x 5 1/2" (8.25" x 5.5")	8" x 5 1/4" (8" x 5.25")	7.5" x 4 3/4" (7 1/2" x 4.75")
1/4 Page	1/4 Square	n/a	n/a	3 3/8" x 4 7/8" (3.375" x 4.875")
1/3 Page	1/3 Vertical	2 7/8" x 11 1/8" (2.875" x 11.125")	2 5/8" x 10 7/8" (2.625" x 10.875")	2 1/8" x 10 3/8" (2.125" x 10.375")
	1/3 Square	5 1/8" x 5 1/2" (5.125" x 5.5")	4 7/8" x 5 1/4" (4.875" x 5.25")	4 3/8" x 4 3/4" (4.375" x 4.75")
	1/3 Horizontal	8 1/4" x 3 7/8" (8.25" x 3.875")	8" x 3 5/8" (8" x 3.625")	7 1/2" x 3 3/8" (7.5" x 3.125")
2/3 Page	2/3 Vertical	5 1/8" x 11 1/8" (5.125" x 11.125")	4 7/8" x 10 7/8" (4.875" x 10.875")	4 3/8" x 10 3/8" (4.375" x 10.375")
1/3 Page Spread	1/3 Horizontal Spread	16 1/4" x 3 7/8" (16.25" x 3.875")	16" x 3 5/8" (16" x 3.625")	15 1/2" x 3 1/8" (15.5" x 3.125")
1/2 Page Spread	1/2 Horizontal Spread	16 1/4" x 5 1/2" (16.25" x 5.5")	16" x 5 1/4" (16" x 5.25")	15 1/2" x 4 3/4" (15.5" x 4.75")
Two-Page Spread	Two-Page Spread	16 1/4" x 11 1/8" (16.25" x 11.125")	16" x 10 7/8" (16" x 10.875")	15 1/2" x 10 3/8" (15.5" x 10.375")



Please submit ads via the WTWB Ad Portal at <https://content.pubpress.com/adportal/>.

LIVE (SAFETY) AND BLEED

Keep all live items (not intended to trim) 1/4" inside trim edges. If an ad is designed to bleed to the edge, an 1/8" bleed is required outside of trim. Please make sure to output the pdf accordingly to include the bleed, as this is generally not the default setting.

MEDIA

File format: Ads must be PDF/X-1a files. Please save PDF as: PDF/X-1a:2001 with the compatibility set to Acrobat 4 (PDF 1.3).

Fonts: Embed all fonts

Color space: CMYK – Images and colors saved as CMYK, no RGB files and no spot colors or pantones within PDFs.

Resolution: 300 dpi

To submit an ad, register for an account and complete the form on this page: <https://marketing.wtwhmedia.com/wtwh-printing-portal-user-registration>.

Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be billed to advertiser.

PROOF

Client also has the option to submit a SWOP 3 certified proof via mail, as well. By choosing not to supply a SWOP 3 certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If sending a SWOP certified proof, mail to: Tammy Baugh, Print Production Account Specialist, LSC Communications, 13487 S. Preston Hwy, Lebanon Junction, KY 40150.

QUESTIONS

For ad production questions, please contact:

Jane Cooper, Customer Service Representative, 226/903-9475

jcooper@wtwhmedia.com

Printing Process: Offset, computer-to-plate (CTP)

Binding Method: Perfect bound