

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 [ads.wtwhmedia.com](https://ads.wtwhmedia.com).

## 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

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, please contact your Customer Service Representative for details.

## QUESTIONS

For ad production questions, please contact:

Jane Cooper, Customer Service Representative, 216-903-9475

[jcooper@wtwhmedia.com](mailto:jcooper@wtwhmedia.com)

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

**Binding Method:** Perfect bound

