

Print Advertising Specs

2 PAGE SPREAD
 Bleed: 16.25"W x 11"H
 Trim: 15.75"W x 10.5"H
 Live Area: 15.25"W x 10"H

FULL PAGE
 Bleed: 8.375"W x 11"H
 Trim: 7.875"W x 10.5"H
 Live Area: 7.375"W x 10"H

Live Area
 Keep all essential material .25" from all trim edges.



2/3 PAGE VERTICAL
 4.375"W x 9.125"H

1/2 PAGE ISLAND
 4.375"W x 6.875"H

1/2 PAGE HORIZONTAL
 6.875"W x 4.375"H

1/2 PAGE VERTICAL
 3.25"W x 9.125"H

1/3 PAGE VERTICAL
 2.25"W x 9.125"H

1/3 PAGE SQUARE
 4.375"W x 4.375"H

1/4 PAGE VERTICAL
 3.25"W x 4.375"H

1/8 PAGE VERTICAL
 3.25"W x 2.125"H

Borders: 1/3, 1/4 and 1/8 page ads must have a border on all sides.

COMBINATION RATES

Advertisers may combine their total number of advertising insertions in all Gardner Publications' products over any 12-month interval to earn the best frequency discount.

AGENCY COMMISSION

15% commission is allowed if ad material is furnished to our specifications and payment is received within 30 days of invoice.

REPRINTS

If your company is featured in the editorial pages of PC, you can have the article reprinted to use as a direct mail piece. Reprints offer a cost-effective and timely way to give your company instant credibility. If you are interested in purchasing reprints, contact Scott Clifton at sclifton@gardnerweb.com, or call 800-950-8020.

DIGITAL AD REQUIREMENTS

The preferred digital ad format for all ad material submissions is Adobe PDF/X-1a. Go to our Web site at gardnerweb.com/upload to upload the PDF job options for your version of Acrobat Distiller.

SUBMITTING DIGITAL FILES

Go to gardnerweb.com/upload to upload files less than 20 MB. Files less than 5 MB can be e-mailed directly to Dianne Hight, Advertising Production Manager, at dhight@gardnerweb.com

Or ship CD-ROM to:

Dianne Hight, Production Manager
 Advertising Department
 Gardner Publications, Inc.
 6915 Valley Avenue
 Cincinnati, OH 45244-3029
 Ph: (800) 950-8020
 Fax: (513) 527-8801

