

### General Information

- Process: Web Offset Lithography
- Binding: Saddlestitch
- Advertising materials will be retained for one year unless otherwise requested.

### Document Size & Information

- Trim size dimensions: 7.75" x 10.75"
- Live area must be at least 1/4" from the trim.
- All bleeds must extend AT LEAST 1/8" beyond the edge of the document.
- Image size: 300 dpi
- We accept the following formats: PDF, EPS and TIFF files (must be print ready), Adobe CS3 or earlier (InDesign, Photoshop, Illustrator), Adobe PageMaker, QuarkXPress 6 or earlier.
- Microsoft Publisher files cannot be accepted.

### Color

- All color images must be CMYK.
- Do not use RGB, PMS or Indexed Color images.

### Fonts

- Please include or embed all fonts used in the document.
- We are not responsible for the print quality of ad copy below 10 point size.

### Placed Graphics

- Please include or embed all images used in the document.
- Avoid nesting EPS files within other EPS files.
- Avoid excess sizing (above +15%) or skewing of images.

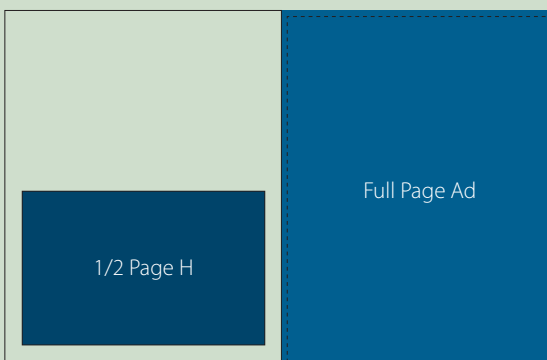
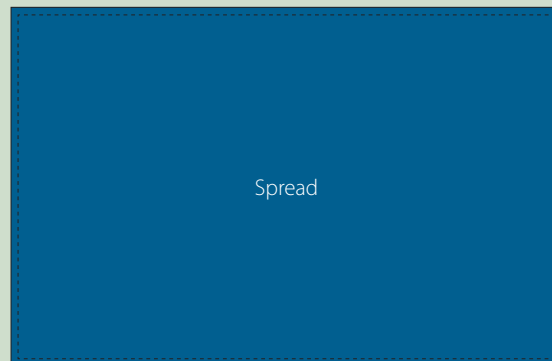
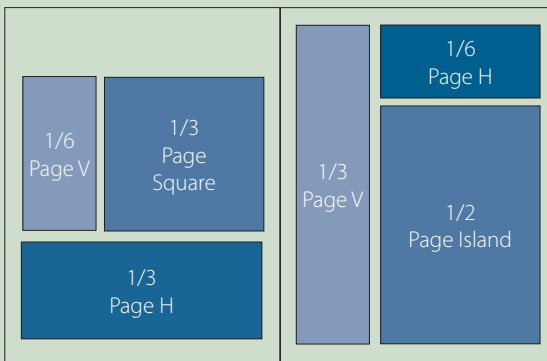
### Submissions

Send files to:  
Spudman

Attn: Assistant Production Manager Elaine Urrutia  
75 Applewood Dr., Ste A, Sparta, MI 49345

FTP site inquiries and ads less than 10MB may be sent to [production@spudman.com](mailto:production@spudman.com). Call Elaine Urrutia at 616-887-9008, ext. 111, or e-mail [ad-edit@spudman.com](mailto:ad-edit@spudman.com) if you have any questions.

### Ad Sizes



Spread .....	15.50" x 10.75"
Spread Bleed .....	15.75" x 11"
1 Page .....	7.75" x 10.75"
1 Page Bleed.....	8" x 11"
1/2 Page (vertical).....	4.375" x 7.125"
1/2 Page (horizontal).....	6.625" x 4.75"
1/3 Page (vertical).....	2" x 9.75"
1/3 Page (horizontal).....	6.625" x 3.25"
1/3 Page (square) .....	4.375" x 4.375"
1/6 Page (vertical).....	2" x 4.375"
1/6 Page (horizontal).....	4.375" x 2.375"

*(Live area must be .25" from the trim size for all bleed ads)*