

Mechanical Requirements

Printing Process: Web Offset, printed at 150 line screen

Binding Method: Saddle Stitch **Trim Size:** 8" x 10.5"

We require all ads to be submitted in a digital format. Ads submitted incorrectly, including incorrectly sized ads, will incur additional production charges to correct the files.

- All ads should include a hard copy of the ad. If color accuracy is important, any four-color ads should include a matchprint or equivalent digital color proof.
- All ads must include hi-res files (300 dpi), any graphics or logos (.tiff, .eps or .ai), and all fonts used in the ad or graphics. Please remember to "collect for output" or "package" prior to submitting the ad.
- We print in process color. All Pantone colors must be converted to CMYK (process). Please remember to convert all hi-res photos from RGB to CMYK. We are not responsible for color accuracy in files that must be converted from RGB to CMYK.

Software: InDesign, (Mac formatted), Quark, Illustrator, Photoshop, or hi-res PDF documents are acceptable. We **do not** accept Pagemaker, Microsoft Publisher, Word, or PowerPoint files. We may be able to convert other PC file formats for a fee. Please call to verify.

Submitting Ads

1. **Upload Site:** www.greenspring.com/uploads

Files should be:

- Compressed
- Not contain / \ : * ? " < > | in the file name
- Limit file name to advertiser_abbreviated issue

2. **E-Mail:** ads@greenspring.com

Include the following with all compressed files sent via e-mail: Name of advertiser, contact name and phone number, publication and issue the ad is to appear in, limit file name to advertiser_abbreviated issue.

3. **Disk:** (Mac Formatted)

All disks should be labeled with the following: Name of advertiser, complete address, contact name and telephone number/e-mail, publication and issue the ad is to appear in, limit file name to advertiser_abbreviated issue. Please provide a hard copy and/or digital color proof to address below attention Mandy.

Ad Sizes

Format	Width	Height
Full Page - with bleed*	8.25"	10.75"
- trim size	8"	10.5"
Full Page - no bleed/live area	7"	9.625"

*Full page ad size includes an additional .125" on all 4 sides for bleed.