

PRINT SPECIFICATIONS

SPECIFICATIONS:

Please provide ad materials in the following format:

Acrobat: .pdf (PDF/x-1a or distilled with Press Quality job settings)

Illustrator: .eps (fonts outlined and images embedded)

Photoshop: .eps or .tif

All images MUST be high resolution (at least 300 dpi).

Convert files to process colors (CMYK). RGB, Pantone and spot colors will be converted and may cause a color shift.

Digital File modifications:

If supplied digital files require additional work, charges over \$15 will be billed to the advertiser.

Acceptable Media:

FTP, CD, email (up to 8Mb) or cloud file sharing service (e.g., Dropbox, YouSendIt) — see below

Proofs:

Proofs are preferred, but MUST be supplied with all color critical ads. Progressive proofs, matchprints, Cromalins, etc. are acceptable.

Identify "For Position Only" by clearly labeling

Full Page ads:

- All images and text should be .25" from trim
- Supply .125" beyond trim for bleed images
- Live area for a full page with bleed is 7.375" x 10"

RATES:

Integrated marketing program pricing, customized to your objectives, are available from the publisher or your marketing/sales professional.

Classified:

For classified ads call Ginny Stadel at: Tel: +1.815.966.5591
Fax +1.815.968.0941 | gstadel@wattnet.net

WE CANNOT ACCEPT FILES FROM THE FOLLOWING PROGRAMS:

- Microsoft Word
- Microsoft Publisher or Power Point
- Crude paint programs (Paint or MacPaint)
- Spreadsheet database (i.e. Excel)

Send only files containing high resolution images

AD SIZES:	Inches width x depth	Millimeters width x depth
2 page spread	15.25 x 10	388 x 254
Full page	7.375 x 10	188 x 254
2/3 Page - 2 columns	4.5 x 10	114 x 254
1/2 Page		
Horizontal - 3 columns	7.375 x 4.625	188 x 118
Island - 2 columns	4.5 x 7.5	114 x 191
Vertical - 1/2 page	3.375 x 10	85 x 254
1/3 Page		
Horizontal - 3 columns	7.375 x 3.25	188 x 83
Square - 2 columns	4.5 x 4.625	114 x 118
Vertical - 1 column	2.125 x 10	54 x 254
1/4 Page		
Horizontal - 3 columns	7.375 x 2.625	188 x 67
Square - 2 columns	4.5 x 3.625	114 x 94
Vertical - 1/2 page	3.375 x 4.625	86 x 118
1/6 Page		
Horizontal - 2 columns	4.5 x 2.375	114 x 60
Vertical - 1 column	2.125 x 4.625	54 x 118
Banner - 3 columns	7.375 x 1.5	188 x 38
1/8 Page		
Horizontal - 2 columns	4.5 x 1.875	114 x 47
Square - 1/2 page	3.375 x 2.25	86 x 58
Vertical - 1 column	2.125 x 3.625	54 x 92

BLEED AD SIZES:

Spread	16 x 10.75	406 x 274
Full page	8.125 x 10.75	207 x 274
2/3 Page - 2 columns	5 x 10.75	127 x 274
1/2 Page		
Horizontal - 3 columns	8.125 x 5.25	207 x 133
Island - 2 columns	5 x 8	127 x 203
Vertical - 1/2 page	3.875 x 10.75	99 x 274

Bleed or Oversize: No extra charge for bleed. Bleed not acceptable on less than a 1/2 page. Keep all live area material a minimum .5" (13mm) away from edges (trim size 7.875" x 10.5" or 200mm x 267mm).



SEND PRINT FILES TO

WATT Publishing

Attn: Production Department
303 N. Main St. Ste. 500
Rockford, IL 61101 USA

Email:

ads@wattnet.net

FTP:

ftp://ads.wattnet.net

Login: Watt\ftp | Password: WattMM303

(Please contact your WATT sales professional when you upload a file to ensure prompt production.)