
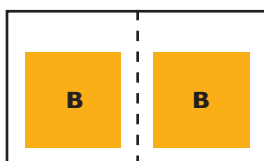
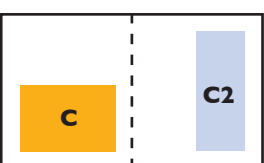
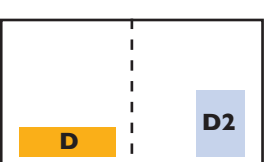



# PRINT SPECIFICATIONS

## Display Ad Dimensions

\*Trim size is 8 3/8" x 10 7/8", 213 mm x 276 mm

	Width - Height	
	Inches	Millimeters
	<b>A</b> - Full-page (live area)	7 1/4" x 9 7/8" 184 mm x 251 mm
	<b>A</b> - *Full-page bleed	8 5/8" x 11 1/8" 219 mm x 283 mm
	<b>A2</b> - Full-page spread	15 5/8" x 9 7/8" 397 mm x 251 mm
	<b>A2</b> - Full-page spread/bleed	17" x 11 1/8" 432 mm x 283 mm
	<b>B</b> - 2/3 Horizontal	7 1/4" x 6 5/8" 184 mm x 168 mm
	<b>C</b> - 1/2 Horizontal	7 1/4" x 5" 184 mm x 127 mm
	<b>C2</b> - 1/2 Vertical	3 1/2" x 9 7/8" 89 mm x 251 mm
	<b>D</b> - 1/4 Horizontal	7 1/4" x 2 1/2" 184 mm x 64 mm
	<b>D2</b> - 1/4 Vertical	3 1/2" x 5" 89 mm x 127 mm
	<b>E</b> - 1/8 Horizontal	7 1/4" x 1 1/4" 184 mm x 32 mm
	<b>E2</b> - 1/8 Vertical	3 1/2" x 2 1/2" 89 mm x 64 mm

## Ad File Formats

- PDF-X/4 (preferred) and PDF-X/1a standards are acceptable
- NAW's standard job options have been provided in this zip file

## Fonts

- Fonts must be embedded or saved as outlines

## Color

- **Color must be process CMYK.** We will convert all other color modes to conform
- **Four-color text** should be no smaller than 12 point - 10 point in a bold face. This guideline applies to knock-out type

### When using rich black -

**Formula:** C=40,M=30,Y=30, K=100

Use this formula for black copy over 24 pt., under 24 pt. use just black

- Do not use RGB, spot colors or duotones
- Ads will be run to SWOP standards
- **Four color coverage: maximum 300;** see example below

Separations (Adobe Acrobat Output Preview)

Name	
<input checked="" type="checkbox"/> Process Plates	
<input checked="" type="checkbox"/> Process Cyan	50%
<input checked="" type="checkbox"/> Process Magenta	74%
<input checked="" type="checkbox"/> Process Yellow	78%
<input checked="" type="checkbox"/> Process Black	72%
Total Area Coverage 274%	

Sample Size: Point Sample

Total Area Coverage  300 %

## Bleeds (Full-Page Creatives)

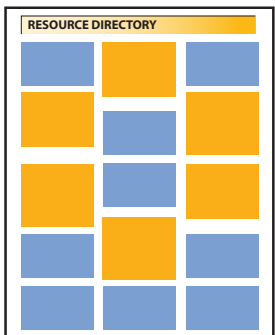
- **Add 1/8th** to trim size of 8 3/8" x 10 7/8"

## File Submission

- emailed to: ads@nawindpower.com

### Resource Directory Ad Sizes

■ RDI
 ■ RD2



Ad Sizes	
2.25" wide x 1.25" high	57.15 mm wide x 31.75 mm high
2.25" wide x 1.75" high	57.15 mm wide x 44.45 mm high

Full-page bleed size is 8 5/8" x 11 1/8", 219 mm x 283 mm

Trim size is 8 3/8" x 10 7/8", 213 mm x 276 mm

Full-page (live area) 7 1/4" x 9 7/8", 184 mm x 251 mm

Live area indicated column area in the publication and will allow for a wider margin around your ad if preferred.

1/4" in from trim for safety