

# MECHANICAL SPECIFICATIONS

**Magazine Trim Size:** 10.25" x 12.00" (inches)

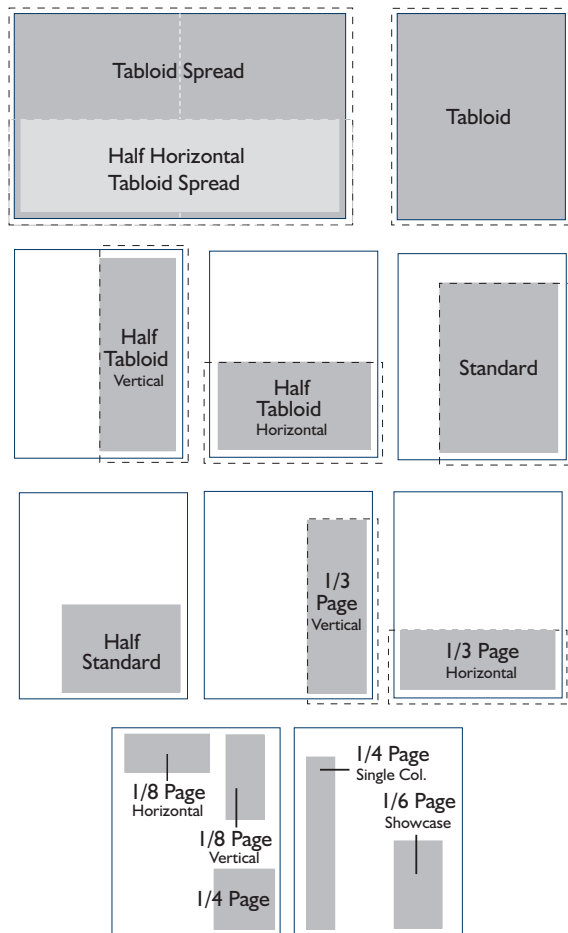
**Magazine Bleed Size:** 10.75" x 12.50" (inches)

**There is a .25" bleed on all sides of the page.**

**Standard bleed and 1/3 page vertical bleed ads only bleed off the right and bottom of ad.**

**Live Area:** Keep all important text and images at least 0.625" (inches) away from the trim on all sides.

Solid gray represents approximate ad size.  
Dotted line represents bleed units.



## FTP UPLOADING:

Ads under 20MB stuffed (.zip file size), can be sent via FTP to our customer site. Please stuff all files into one .zip document. Please name all stuffed files with advertiser name.

FTP Address: ftp://rcppubs.com  
Username: f230730.rockport;  
Password: RCP-publications (all case sensitive)

*Digital Output* is not responsible for improperly prepared ads, however, every ad is proofread before being placed and every effort possible is made to make sure ads run correctly. The advertiser will be notified of incorrectly prepared ads.

NON BLEED UNITS IN INCHES	WIDTH	HEIGHT
Tabloid Spread	19.50	11.00
Tabloid	9.25	11.00
Standard	6.87	9.43
1/2 Tabloid Spread Horizontal	19.50	5.50
1/2 Tabloid Horizontal	9.25	5.50
1/2 Tabloid Vertical	4.50	11.00
1/2 Standard Page	6.87	4.55
1/3 Page Vertical	3.00	9.43
1/3 Page Horizontal	9.25	3.15
1/4 Page	4.52	4.55
1/8 Page Horizontal	4.52	2.28
1/8 Page Vertical	2.15	4.52
1/6 Page Showcase	2.87	4.50
Classified	2.12	1.00
Target Chart Full Ad	2.87	3.50
Target Chart Half Ad	2.87	1.63
Product Center	4.56	3.00
1/2 Page Buyers Guide	9.25	5.87
1/4 Page Buyers Guide	6.10	3.75

BLEED UNITS IN INCHES	WIDTH	HEIGHT
Tabloid Spread	21.00	12.50
Tabloid	10.75	12.50
Standard (Bleeds 2 Sides)	7.63	10.43
1/2 Horizontal Tabloid Spread (Bleeds 3 Sides)	21.00	6.25
1/2 Horizontal Tabloid (Bleeds 3 Sides)	10.75	6.25
1/2 Vertical Tabloid (Bleeds 3 Sides)	5.25	12.50
1/3 Page Vertical (Bleeds 2 Sides)	3.75	10.43
1/3 Page Horizontal (Bleeds 3 Sides)	10.75	4.15

## WEB SPECIFICATION: JPEG or GIF Format at 72 dpi

**Super Leaderboard**..... 970x90 pixels, Max 40K  
**Wide Skyscraper** ..... 160x600 pixels, Max 40K  
**Banner** ..... 468x60 pixels, Max 15K  
**Big Box Unit**..... 300x250 pixels, Max 30K  
**Button**..... 120x60 or 120x100 pixels, Max 4K  
**Buyers Guide Logo** ..... 125x125 pixels, Max 4K

*Note: Max. runtime for Flash or video is 15 seconds.*

## SITE CHANNEL SPECIFICATIONS

**Company Logo for Navigation Bar**..... 180x35 pixels  
**Big Box Unit**..... 300x250 pixels

## DIGITAL EDITION SPONSORSHIP SPECIFICATIONS

**Company Logo**..... Max height 0.75"; width 1.75" at 300 dpi  
**Newsletter Banner**..... 468x60 pixels, Max 15K

## WEBINAR SPONSORSHIP SPECIFICATIONS

**Company Logo**..... Max height 75 pixels; transparent PNG or GIF