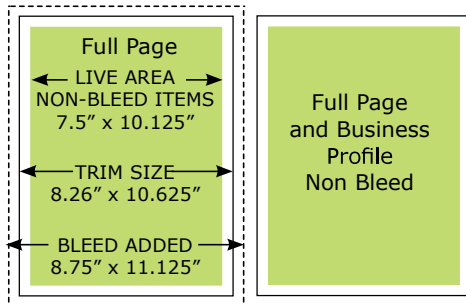
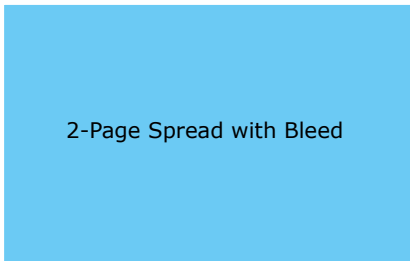
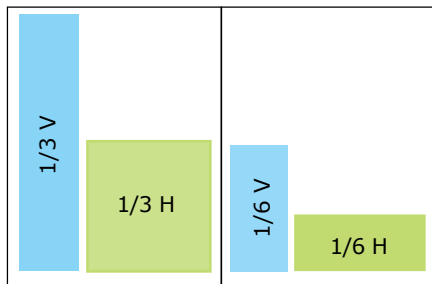
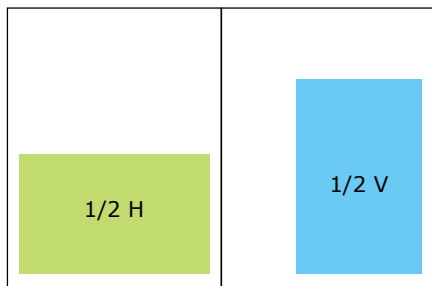
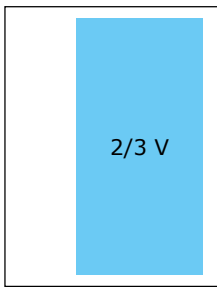


2018 Print Specs



AD DIMENSIONS						
BLEED ADS				NON BLEED ADS		
SPACE		WIDTH	HEIGHT	SPACE	WIDTH	HEIGHT
2 Page Spread	LIVE	15.25"	10.125"	2/3 Page Vertical	4.625"	10"
	TRIM	16.50"	10.625"	1/2 Page Vertical	4.625"	7.3125"
	BLEED	17"	11.125"	1/2 Page Horizontal	7"	4.875"
Full Page	LIVE	7.5"	10.125"	1/3 Page Vertical	2.25"	10"
	TRIM	8.25"	10.625"	1/3 Page Horizontal	4.625"	4.875"
	BLEED	8.75"	11.125"	1/6 Page Vertical	2.25"	4.875"
				1/6 Page Horizontal	4.625"	2.3125"



MECHANICAL SPECIFICATIONS

DIGITAL AD SPECIFICATIONS:

Adobe Acrobat Portable Document File (PDF) is the file format preferred. Ads should be the size of space reserved and exported at the highest (press-optimized) PDF setting. All fonts must be embedded in the final PDF, layers and transparencies should be flattened and spot, Pantone or RGB colors converted to CMYK. Publisher will not be responsible for font or color mismatches if digital proofs are not provided, nor RGB color shifting if we need to convert document to CMYK. Publisher reserves the right to adjust or alter ads that are supplied incorrectly. Digital files can be e-mailed to the production department at production@akbizmag.com. Please notify your advertising account manager when ad copy is sent.

GRAPHICS AND PHOTOS:

All graphics, logos, and photos must be high resolution, 300 dpi or higher to size. Any photos or art with PMS, Pantone, or spot colors must be converted to CMYK. All text and art must be within 1/4 inch of the trim size (7.5" X 10.125") for full page ads. Electronic images can be submitted as PDF, TIFF, PSD, EPS, or JPEG images. We will not accept low resolution ads such as web (72 dpi) quality images or ads built in Word, Publisher, or PowerPoint.

FORMAT: Three columns (2.25" x 10") per page.

PRINTING: Magazine is printed on heatset web off-set press on publication-grade glossy stock.

PRODUCTION CHARGES:

As a service to our clients, *Alaska Business* offers creative design and ad production services. Courtesy spec ads are no charge for first ad only. After initial spec ad, production charges will apply. Ads are charged by the size and additional charges may be incurred. The basic production fee for ads produced by *Alaska Business* includes two client proofing cycles with client providing logos or photos. Changes to existing ads will incur a minimum charge of \$25 per change. Please inquire about our production charges if interested.

PRODUCTION DEADLINES:

All art and materials submitted for advertising production are needed by the 27th of the month, two months preceding publication.

POSITION GUARANTEES:

For guaranteed position, add 10%. For Inside Front Cover, Inside Back Cover, and Page 3, add 15%. For the Back Cover, add 20%.