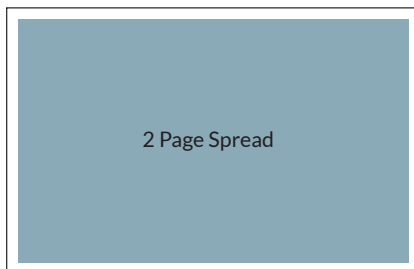
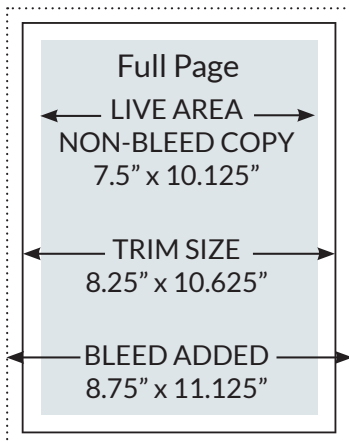


Alaska Business

2020 Print Specs



Please see 2020 Editorial Calendar for space reservation and art deadlines.

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"

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 the 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.

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 offset 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.

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%.

REQUESTED POSITIONING: The Publisher reserves the right to place advertisements in the magazine at its discretion. We honor position requests as we are able to so; however, requests are not guarantees. Requested positioning (page location, competitive separation, placement facing editorial copy) will be granted as space allows and at the discretion of the editorial and production departments.