

Christian Retailing DIGITAL SPECIFICATIONS

Your designer must be aware of digital ad guidelines and ad material due dates in order to avoid artwork problems and our \$100.00 late artwork fee.

Material Specifications

1. Trim and bleed sizes: Trim size 10-3/4"W x 14"H. Bleed page size 11"W x 14-1/4"H. Important illustrations and type matter should be kept 3/8" from trim and 3/8" from gutter.
2. Line screen: 150.
3. Electronic media required: MAC format. Applications: InDesign, QuarkXpress, Photoshop EPS or TIFF, Illustrator EPS. Images: EPS, TIFF. Color: CMYK. Call for full digital guidelines: (407) 333-0600, ATTN: Ad Traffic Coordinator or visit us on the web at <http://www.strang.com/mediacentral/>.
4. Proof required: SWOP certified press-quality proof must be provided for color guarantee according to industry standards. Full list of acceptable proofs available on the digital guidelines. Once an ad is placed on the FTP site, please email corresponding ad traffic coordinator a PDF copy no larger than 5MB.
5. Method of printing: Web offset, 4-color process.
6. Binding: Saddle-stitched. CBA issue binding: Perfect-bound.
7. Advertiser will be billed for preparation charges when publication typesets advertisements, scans images, designs layouts, shoots photos, manipulates or corrects digital files, or performs other extensive preparation on advertising material (\$75 per hour).
8. Art prepared by Strang Communications and billed to the advertiser becomes the property of the advertiser. However, materials will be stored for 12 months and then destroyed unless instructed by advertiser at time of insertion.
9. Ad material and digital files will be returned to the advertiser if requested in writing. The cost of postage and handling will be billed to the advertiser.

Partial Page Ads that bleed: Position Live Image Area 1/8" from top of bleed dimensions and center horizontally between bleed dimensions.

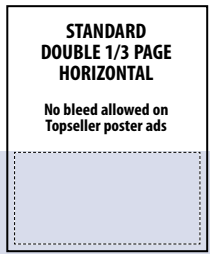
Specs allow enough bleed on both sides for ad to be placed on either a right hand or left hand page.

Tabloid Ads that bleed: Center Live Image Area horizontally and vertically between bleed dimensions. **Ads that do not bleed:** Use Live Image Area only.

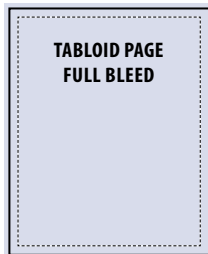
= LIVE IMAGE AREA, 3/8" IN FROM TRIM

= BLEED SIZE

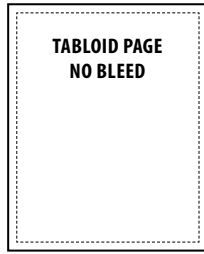
= TRIM SIZE



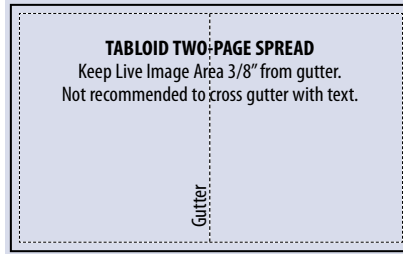
Bleed Size: 11"w x 5 3/8"h
Live Image Area: 10"w x 4 3/4"h



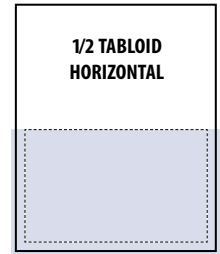
Trim Size: 10 3/4"w x 14"h
Bleed Size: 11"w x 14 1/4"h
Live Image Area: 10"w x 13 1/4"h



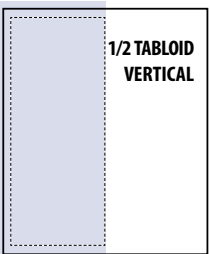
Trim Size: 10 3/4"w x 14"h
No Bleed Allowance
Live Image Area: 10"w x 13 1/4"h



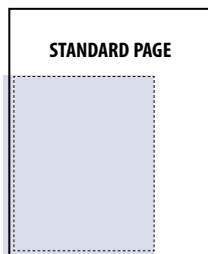
Trim Size: 21 1/2"w x 14"h
Bleed Size: 21 3/4"w x 14 1/4"h
Live Image Area: 20"w x 13 1/4"h



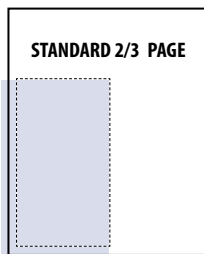
Bleed Size: 11"w x 7 3/8"h
Live Image Area: 10"w x 6 3/4"h



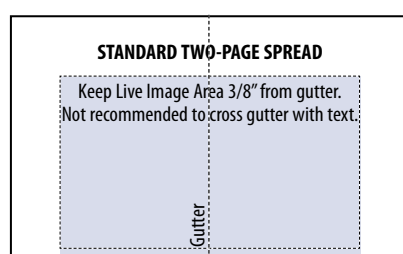
Bleed Size: 6 1/4"w x 14 1/4"h
Live Image Area: 4 3/4"w x 13 1/4"h



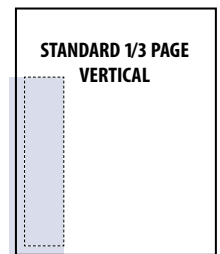
Bleed Size: 8 3/4"w x 10 3/8"h
Live Image Area: 7 3/16"w x 9 3/4"h



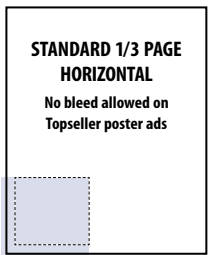
Bleed Size: 6 1/4"w x 10 3/8"h
Live Image Area: 4 3/4"w x 9 3/4"h



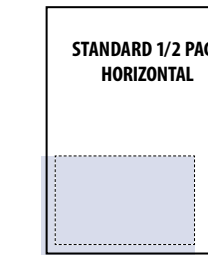
Bleed Size: 15 1/4"w x 10 3/8"h
Live Image Area: 14 1/4"w x 9 3/4"h



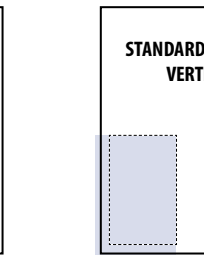
Bleed Size: 3 3/4"w x 10 3/8"h
Live Image Area: 2 1/4"w x 9 3/4"h



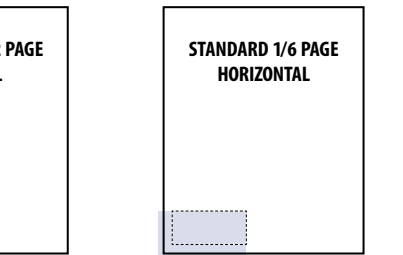
Bleed Size: 6 1/4"w x 5 3/8"h
Live Image Area: 4 3/4"w x 4 3/4"h



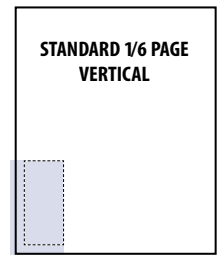
Bleed Size: 8 3/4"w x 5 3/8"h
Live Image Area: 7 3/16"w x 4 3/4"h



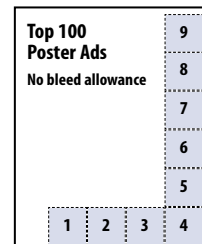
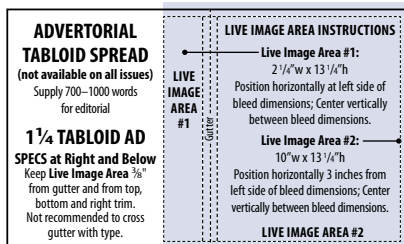
Bleed Size: 6 1/4"w x 7 3/8"h
Live Image Area: 4 3/4"w x 6 3/4"h



Bleed Size: 6 1/4"w x 2 7/8"h
Live Image Area: 4 3/4"w x 2 1/4"h



Bleed Size: 3 3/4"w x 5 3/8"h
Live Image Area: 2 1/4"w x 4 3/4"h



Single: 3"w x 3 1/8"h
Double Vertical: 3"w x 6 1/2"h
Triple Vertical: 3"w x 9 7/8"h
4-Spot Vertical: 3"w x 13 1/4"h
5-Spot Vertical: 3"w x 16 5/8"h
6-Spot Vertical: 3"w x 20"h
Double Horizontal: 6 1/4"w x 3 1/8"h
Triple Horizontal: 9 5/8"w x 3 1/8"h
4-Spot Horizontal: 13"w x 3 1/8"h

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Lake Mary, FL 32746
ph 407-333-0600
fax 407-333-7100
www.strang.com/mediacentral



CR 5861C-5 0.06

1/4 Tabloid Ad Specs

Bleed Size: 13 1/2"w x 14 1/4"h
Trim Size: 13 3/8"w x 14"h
Full Live Image Area (including 3/4 gutter safety zone): 13"w x 13 1/4"h
Live Image Area #1: 2 1/4"w x 13 1/4"h
Live Image Area #2: 10"w x 13 1/4"h