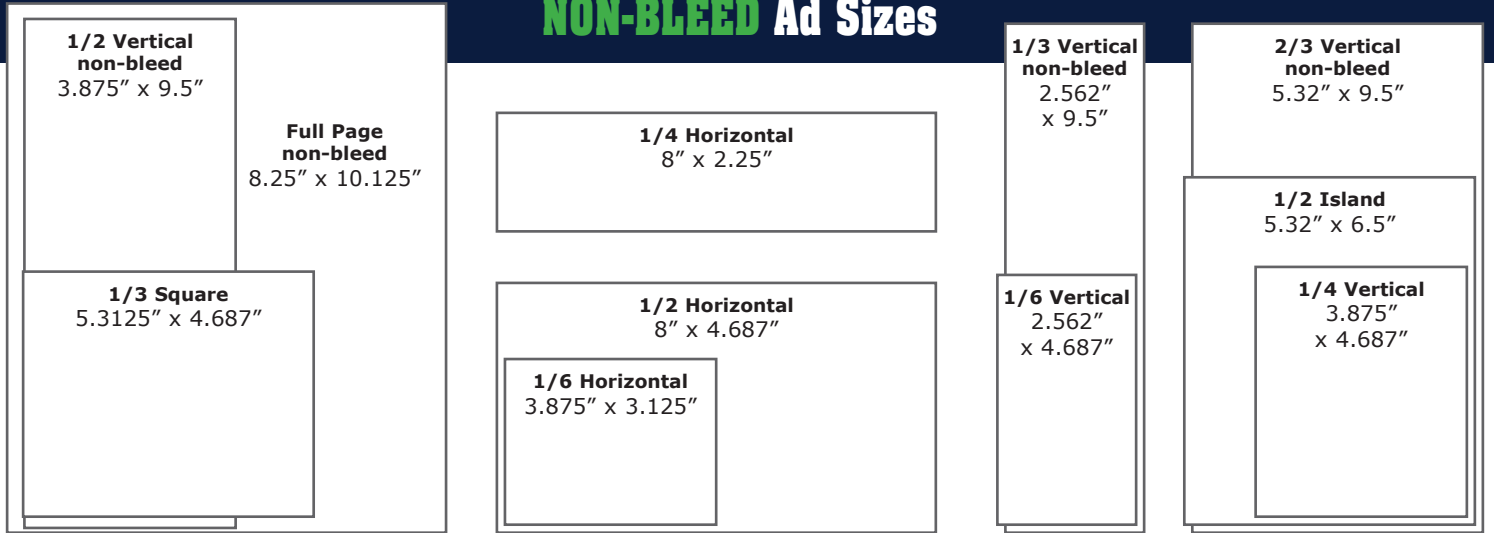


## NON-BLEED Ad Sizes



## BLEED AD Printing Specifications

Binding method: Saddle stitched

	Trim Size	Bleed Size
1/3 Vertical	2.937" x 10.875"	3.1875" x 11.125"
1/2 Horizontal	9" x 5.312"	9.25" x 5.5625"
1/2 Vertical	4.25" x 10.875"	4.5" x 11.125"
2/3 Vertical	5.687" x 10.875"	5.9375" x 11.125"
Full Page	9" x 10.875"	9.25" x 11.125"
Full Page Spread	18" x 10.875"	18.25" x 11.125"

Keep live matter at least 3/8" from trim on all outside edges.

## Positioning

Guaranteed Positioning +10%  
Premium Positioning +20%

## Inserts

Accepted. Call for rates and availability.

## Media

All PDF files need to be press ready (300 dpi). EPS and TIF files are acceptable; fonts must be embedded. WSN can accept ads via email (under 10MB) or via FTP. Please email files to [snd\\_ads@aimmedia.com](mailto:snd_ads@aimmedia.com) or upload to our FTP.

## FTP UPLOAD

SFTP.AIMMEDIA.COM

**PORT** 22999 **USERNAME:** wsn\_ads **PASSWORD:** newzshopa\_3x

## Issue Closing Dates

MATERIALS 3rd of the month prior.  
Issue starts mailing 28th of the month prior to the issue title.