


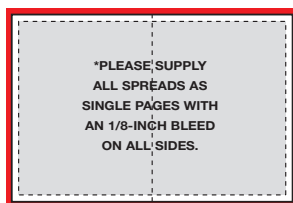




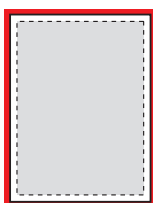
# 2009 MECHANICAL REQUIREMENTS FILTER PUBLICATIONS



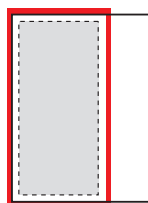
-  = **LIVE AREA**  
(Keep all vital info inside this area)
-  = **TRIM AREA**  
(Actual page size)
-  = **BLEED AREA**  
(Info in this area will be cut off)



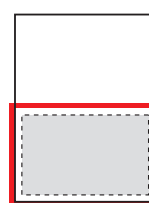
**2-PAGE SPREAD**  
LIVE: 15.25 X 10  
TRIM: 15.75 X 10.5  
BLEED: 16 X 10.75



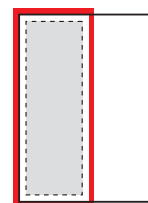
**FULL PAGE**  
LIVE: 7.375 X 10  
TRIM: 7.875 X 10.5  
BLEED: 8.125 X 10.75



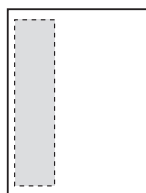
**2/3 PAGE**  
LIVE: 4.5 X 10  
TRIM: 5 X 10.5  
BLEED: 5.25 X 10.75



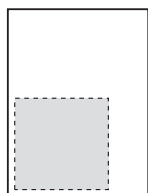
**HALF PAGE (horizontal)**  
LIVE: 7.375 X 4.75  
TRIM: 7.875 X 5.135  
BLEED: 8.125 X 5.4



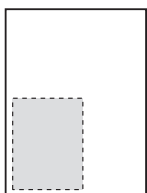
**HALF PAGE (vertical)**  
LIVE: 3.3125 X 10  
TRIM: 3.8125 X 10.5  
BLEED: 4.0625 X 10.75



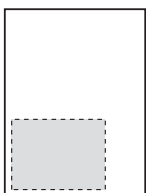
**1/3 PAGE (vertical)**  
NO BLEED  
2.125 X 9.75



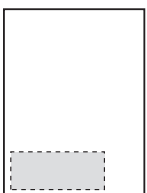
**1/3 PAGE (horizontal)**  
NO BLEED  
4.5 X 4.75



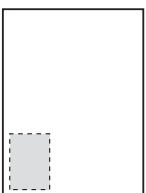
**1/4 PAGE (vertical)**  
NO BLEED  
3.5 X 4.75



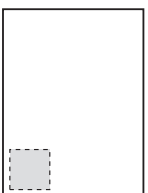
**1/4 PAGE (horizontal)**  
NO BLEED  
4.5 X 3.5



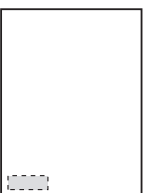
**1/6 PAGE**  
NO BLEED  
4.5 X 2.25



**3 INCH**  
NO BLEED  
2.125 X 3



**2 INCH**  
NO BLEED  
2.125 X 2



**1 INCH**  
NO BLEED  
2.125 X 1

## FILE FORMATS

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Current file formats supported by Filter Publications are:

- PDF X-1A
- Images for 4/C ads must be submitted as final, high-resolution, 300 DPI, CMYK files. No RGB or JPEG images.
- Use only PostScript fonts. No True Type fonts or font substitutions.
- The total density should not exceed SWOP, which is 300%.
- All required trapping must be included in the file.
- Standard trim and bleed marks in all separations.
- All digital pages should include a printout of contents of each disk supplied, as well as correct copy information for content and positioning.
- 4/C Line screen: 133 Density: 280%
- B/W Line screen: 120 Density: 160%
- 2/C Line screen: 120 Density: 160% Second color: Not to exceed 85%
- Application or Native files will be charged \$150 per page for processing.

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Please click on the appropriate publication and select the issue from the drop-down menu. If uploading more than one ad, please select the advertisement number from the drop-down menu. Be sure to number each ad separately, so files won't be overwritten.

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If an order and/or new material is not received by the closing date for a contracted insertion—and in absence of written instructions to the contrary— Publisher will repeat the last advertisement run. He may at his discretion, however, omit the ad or run substitute copy. The buyer is nevertheless responsible for payment in full for the scheduled insertion.

Advertiser assumes full responsibility for the content of all ads/materials, and agrees to indemnify, defend and hold Publisher harmless of, from and against any and all actions, causes of actions, claims, demands, damages and injuries ("Claims") on account of, arising from, or in any way growing out of, the publication of said ad/materials by Publisher. In the event of such Claim, Publisher shall have full rights of recourse against Advertiser for all fees, costs, expenses and payments to discharge said claim.

Advertiser agrees to pay all reasonable attorneys' fees necessary to enforce this agreement. This agreement shall be unlimited as to amount or duration. This agreement shall be binding upon and inure to the benefit of the parties, their successors and assigns.

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