

RAPAPORT MAGAZINE ADVERTISING GENERAL INFORMATION AND TERMS

Format **PDF**
 Color space **CMYK**
 Resolution **300dpi**

Safe zone -----
 .25" inside of trim box. Keep all important info (logo, text, etc.) inside of this box to ensure it does not get trimmed.

Bleed -----
 .125" outside of trim box on all four sides. This will be trimmed off when printed.

Trim -----
 Size that the page will actually be in the magazine with the bleed trimmed off.

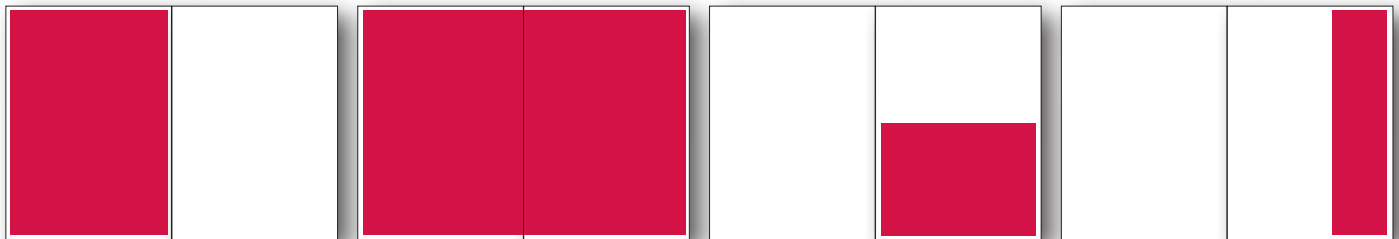
Crop marks -----
 Should be set .125" out from the trim box to show printer where to trim.

Perforation line
 Inside of trim, on spine side.

Spine side
 Front page – on the left. Back page – on the right.



TECHNICAL SPECIFICATIONS



A. Single page

B. Spread

C. Half page

D. Vertical layout



E. Thick insert

F. Perforated fold-out

G. Postcard blow-in

H. Outsert

Type	Trim size	Safe zone	Page with bleed	Perforation line
A	8.50w x 10.875h	8.00w x 10.375h	8.75w x 11.125h	N/A
B	17.00w x 10.875h	16.50w x 10.375h	17.25w x 11.125h	N/A
C	8.50w x 5.25h	8.00w x 4.75h	8.75w x 5.5h	N/A
D	3.875w x 10.875h	3.375w x 10.375h	4.125w x 11.125h	N/A
E	8.50w x 10.875h	8.00w x 10.375h	8.75w x 11.125h	.25 inside of trim
F	15.00w x 10.875h	14.50w x 10.375h	15.25w x 11.125h	.875 inside of trim
G	4w x 6h	3.50w x 5.50h	4.25w x 6.25h	N/A
H	4w x 8h	3.50w x 7.50h	4.25w x 8.25h	N/A

All sizes are in inches.