

# EDify.Print

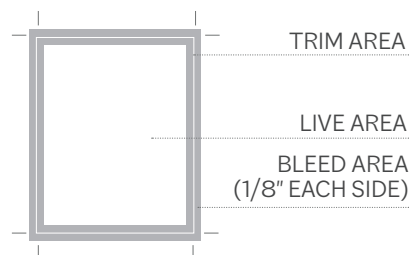
## Production Specifications

Magazine Dimensions	Width	Height
Trim Size	9	10.75

Ad Dimensions	Width	Height
Double Page Spread with bleed (DPS) Trim Area	18.25 18	11 10.75
Full Page Ad with bleed Trim Area	9.25 9	11 10.75
1/2 Double Page Spread with bleed Trim Area	18.25 18	5.5 5.25
2/3 Vertical	5.1875	9.8125
1/2 Island	5.1875	7.3125
1/2 Horizontal	7.875	4.8125
1/3 Square	5.1875	4.8125
1/3 Vertical	2.5	9.8125
1/3 Banner <small>Limited availability</small>	7.5	2
1/6 Horizontal	5.1875	2.3125
1/6 Vertical	2.5	4.8125
1/9 Page	2.3	2.95

### Please note

- 100% colour accuracy cannot be guaranteed.
- All ads, except full page ads, will have a defining border on all sides.



**Trim Size:** The actual physical size of the finished publication.

**Live Area:** The area of the page occupied by the ad's images and text. All images and text must be within the boundaries of this area, except images which are intended to "bleed" off.

**Bleed Area:** The area used for ink to "bleed" off the edges of the page so no white edges occur when the publication is cut to trim size.

### REQUIREMENTS & RECOMMENDATIONS

- All colours, including spot colours and images, must be converted to CMYK.
- Minimum resolution of 300 dpi for all images and logos at 100%.
- Completed ad must be submitted as a press-ready, high-resolution PDFX-1A.
- For Full Page, DPS and 1/2 DPS ads, bleeds must extend 1/8" on each side and the live area should be 1/2" from the trim size. All other ad sizes do not require bleed.
- Ink density levels must not exceed 320%.
- DPS ads and 1/2 DPS ads will lose a minimum of 1/2" in the middle due to perfect binding. We recommend a 1" wide live area down the middle of these ads.
- Use a "rich black" (except for text below 24 point). We suggest 30%C - 40%M - 60%Y - 100%K.

### DEADLINES

Issue	Booking	Art
Winter 2022	Dec. 3/21	Dec. 10/21
Mar. 2022	Jan. 28/22	Feb. 4/22
Apr. 2022	Feb. 28/22	Mar. 8/22
May 2022	Mar. 29/22	Apr. 5/22
Jun. 2022	Apr. 29/22	May. 6/22
Jul. 2022	May. 31/22	Jun. 7/22
Aug. 2022	Jun. 30/22	Jul. 8/22
Sep. 2022	Jul. 28/22	Aug. 5/22
Oct. 2022	Aug. 30/22	Sep. 6/22
Nov. 2022	Sep. 30/22	Oct. 7/22
Dec. 2022	Nov. 1/22	Nov. 8/22
Jan. 2023	Dec. 2/22	Dec. 9/22