



Bonus Book ADVERTISING SPECS

2-sided vertical (portrait) presentation recommended

4C Bleed

Bleed Size 5.25" w x 7.25" h

Trim Size 5.0" w x 7.0" h

Live Area 4.50" w x 6.50" h

* Please offset all crop and printer marks by .125"

Please note: Page numbers will be added to the bottom face corner of each page. If you have a dark background in those areas, we may need to create a small white circle in which to place the page number.

All files must be accompanied by a SWOP proof made from the supplied file. The proof must also contain color bars.

Digital File Specs

- Follow SWOP standards for all ad material
- Total density should not exceed SWOP, which is 300%
- Files should comply with SWOP standards between 200-400 dpi. Line Work at 2400 dpi
- Images for 4/C ads must be submitted as final high resolution CMYK files
- PDF X1-A file format
- Please note- file should be printed to a postscript and then distill postscript file using Acrobat Distiller
- DO NOT just export a PDF from original file (i.e.: Quark, InDesign, Illustrator, etc)
- Spec sheets available on request
- Ads created in Microsoft Word, Publisher, PowerPoint or any other word processing program WILL NOT be accepted

Send Files and Proofs, or direct any questions, to the attention of:

Lynn Burnside
Taste of Home Media Group
5400 S. 60th Street
Greendale, WI 53129
414.423.3874