

**MECHANICAL SPECIFICATIONS**

**Printing:** Web offset; four-color process.

**Binding:** Saddle-stitched.

**Line screen:** 150.

**Trim Size:** 5 3/8" x 8 3/8"

**Full Page Bleed Size:** 5 5/8" x 8 5/8"

**Full Page Live Area:** 4 3/4" x 7"

**DIGITAL SPECIFICATIONS**

**Files:** Files should be Mac-formatted in QuarkXPress, Adobe Photoshop, or Adobe Illustrator. All colors must be converted to CMYK. (No spot colors, please!) Files may be supplied on CD or sent via the Web; please see instructions to the right.

**Fonts:** All fonts—both screen and printer—must be included, with appropriate screen font for bold and italic weights. (Do not use the style menu for **bold** and *italic*.)

**Graphics:** Please include all used graphics. Images should be at 300 DPI, converted to CMYK tiff or eps files, and sized at no more than 100%. Please do not supply jpegs as they will not output correctly.

Please supply an ad proof with crop marks.

**AD SIZES (WIDTH x HEIGHT)**

Full Page bleed	.....5-5/8"	.....8-5/8"
Full Page	.....4-3/4"	.....7-3/8"
2/3 page	.....3-1/8"	.....7-3/8"
1/2 page (horizontal)	.....4-3/4"	.....3-5/8"
1/2 page (vertical)	.....3-1/8"	.....5-1/2"
1/3 Page (horizontal)	.....3-1/8"	.....3-5/8"
1/3 page (vertical)	.....1-1/2"	.....7-3/8"
2/9 page ("quarter page")	.....3-1/8"	.....2-3/8"
1/6 page (vertical)	.....1-1/2"	.....3-5/8"
1/6 page (horizontal)	.....3-1/8"	.....1-3/4"

**MATERIALS DUE**

Materials are due the 5th of the month preceding publication date. If you should need more time beyond our deadlines, please let us know.

**MAIL TO:**

Explore Publishing  
Attn: Rita Vanderaa  
617 Veterans Blvd, Suite 213  
Redwood City, CA 94063

**EMAIL/UPLOAD TO:**

If under 10mb, files can be sent as an email attachment to [rita@explorepublishing.com](mailto:rita@explorepublishing.com).

Files larger than 10mb should be uploaded to our ftp site. Call or email [rita@explorepublishing.com](mailto:rita@explorepublishing.com) for current instructions.

**QUESTIONS?**

Please call Rita at (650)-366-6099 x 11