

AD SIZE	FINAL TRIM DIMENSIONS	DOCUMENT DIMENSIONS (trim plus .25" bleed all around)	LIVE AREA DIMENSIONS (trim minus .375" all around including gutter)
spread bleed	16" x 10.875"	16.5" x 11.375"	7.625" x 10.125" + 7.625" x 10.125"
full page bleed	8" x 10.875"	8.5" x 11.375"	7.625" x 10.125"
2/3 horizontal spread bleed	16" x 7.75"	16.5" x 8"	7.625" x 7.375" + 7.625" x 7.375"
2/3 vertical bleed	5.25" x 10.875"	5.5" x 11.375"	4.875" x 10.125"
1/2 horizontal spread bleed	16" x 5.375"	16.5" x 5.625"	7.625" x 5" + 7.625" x 5"
1/2 horizontal bleed	8" x 5.375"	8.5" x 5.625"	7.625" x 5"
1/2 vertical bleed	4." x 10.875"	4.25" x 11.375"	3.625" x 10.125"
1/2 island bleed	5.75" x 7.75"	6" x 8"	5.375" x 7.375"
full page	7" x 10.125"	N/A	N/A
2/3 vertical	4.5" x 10.125"	N/A	N/A
1/2 horizontal	7" x 4.875"	N/A	N/A
1/2 vertical	3.375" x 10.125"	N/A	N/A
1/2 island	4.5" x 7.25"	N/A	N/A
1/3 vertical	2.125" x 10.125"	N/A	N/A
1/3 square	4.5" x 4.875"	N/A	N/A
1/6 vertical	2.125" x 4.875"	N/A	N/A

AD PREPARATION:

ASAE & the Center accepts only digital files (Mac or PC platform) in the following programs:

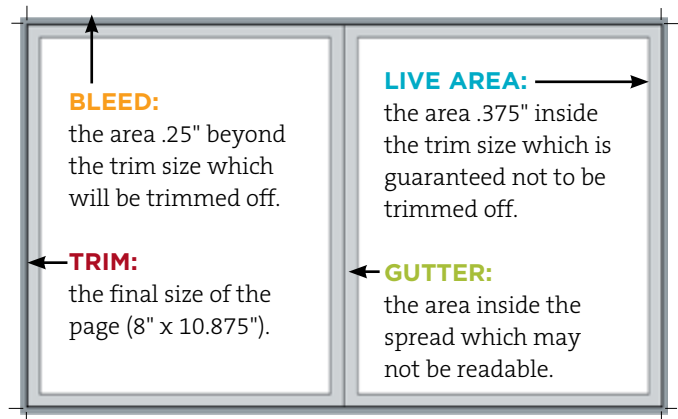
- Indesign (all versions)
- QuarkXPress 6.5
- Adobe Illustrator (all versions)
- Adobe Photoshop (all versions)
- high-res PDF files

When preparing your ad, please follow these guidelines:

- Include all artwork, fonts, and the document on your disk.
- Do not use true type fonts.
- Do not use font attributes from the measurement palette, i.e., bold, italic, etc.
- Set all color to CMYK.
- Setup all images as tiff or eps.

COLOR REPRODUCTION:

For accurate color reproduction we require a high-end color proof such as Kodak Approval, Iris, or other dot-generated digital proof. We cannot guarantee the accuracy of the color if a color laser or low-res pdf is supplied.



AD SUBMISSION:

Internet:

<http://upload.asaecenter.org>
username: anupload
password: @nfiles

Mail:

Advertising Production
ASAE & the Center
1575 I Street, NW
Washington, DC 20005
Tel: 202-371-0940

Must send high-end color proof to match.

Email: We **do not** accept ads via email.