



NRA 2018 Show Directory Guide Specifications

Printing: Sheet-fed / Direct-to-Plate / Digital Files Only

Binding: Perfect Bound (1/4" spine)

Mechanical Sizes: All measurements are W" x H"

BLEED Ads (Trim Size Below)

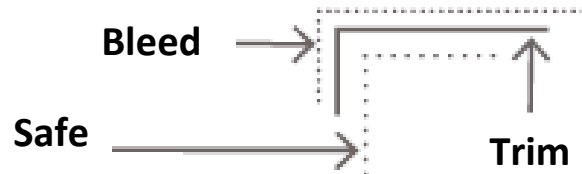
2- Page Spread	12"x8.375"
Full Page	6"x8.375"
½ Page Spread	12"x4.25"
½ Page	6"x4.25"

NON-BLEED ADS

2- Page Spread	11.5"x7.875"
Full Page	5.5"x7.875"
Full Page	11.5"x3.75"
½ Page	5.5"x3.75"
1/8 Page	2.667"x1.8413"

Safe area is within .25" of the trim on all sides.

Offset crop marks minimum .1875" from trim.



File Type:

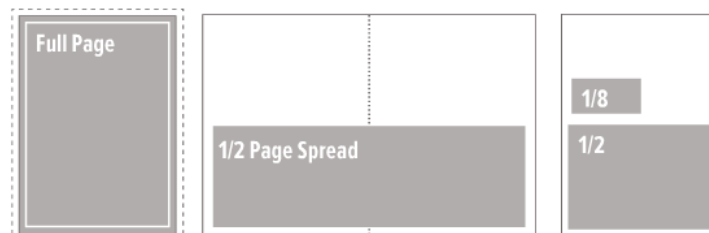
PDF/X-1a. CMYK only.

No RGB, Spot Process or Pantone colors. Maximum ink density not to exceed 280%. Coupon ads are not accepted.

Proof:

A content proof is required with every ad, i.e. Kodak, Fuji, Epson. Follow SWOP standard specifications.

Digital and proof recommendations: 150 lpi (lines per inch).



Submission Information:

Ads are due by March 9, 2018 and please e-mail PDF to pyuska@nrahq.org.

*Any ads received **after March 9** will not be accepted and there are no refunds.*