

## NRA 2018 Show Program Guide: Ad Specifications

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

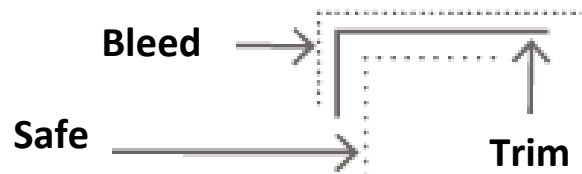
**Binding:** Perfect Bound (1/4" spine)

	TRIM SIZE	BLEED SIZE	SAFE AREA
FULL PAGE	6" x 8.375"	<b>6.25" x 8.625"</b>	5.5" x 7.875"
FULL 2-PAGE SPREAD	12" x 8.375"	<b>12.25" x 8.625"</b>	11.5" x 7.875"
½ PAGE SPREAD	12" x 4.1875"	<b>12.25" x 4.4375"</b>	11.5" x 3.6875"
½ PAGE (HORIZONTAL)	6" x 4.1875"	<b>6.25" x 4.4375"</b>	5.5" x 3.6875"
½ PAGE (VERTICAL)	3" x 8.375"	<b>3.25" x 8.625"</b>	2.5" x 7.875"
¼ PAGE	3" x 4.1875"	<b>3.25" x 4.4375"</b>	2.5" x 3.6875"
1/8 PAGE	3" x 2.094"	<b>3.25" x 2.344"</b>	2.5" x 1.844"

Bleed is .125" on each side. All submissions should be **BLEED SIZE** dimensions.

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

Offset crop marks minimum .1875" from trim.



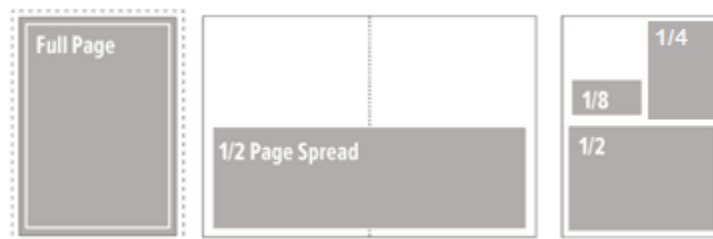
**File Type:**

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

Please e-mail Pete at [pyuska@nrahq.org](mailto:pyuska@nrahq.org) with a pdf of the ad once complete.

**Any ads received after March 9 will not be accepted and there will be no refund of money.**