

NRA 2019 Show Program Guide: Ad Specifications

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

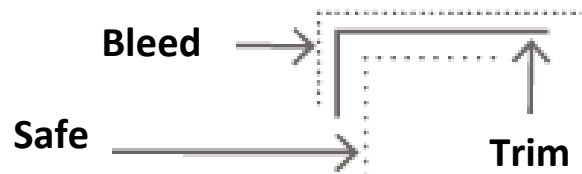
Binding: Perfect Bound (1/4" spine)

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



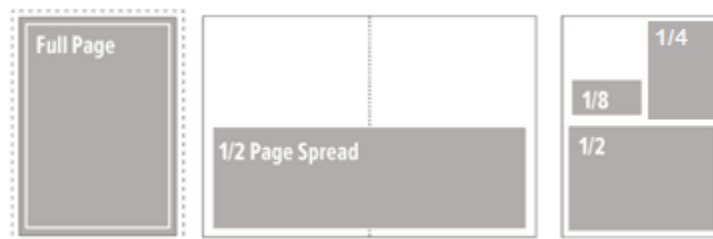
File Type:

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 8, 2019

Please e-mail Amanda Gauldin at agauldin@nrahq.org with a pdf of the ad once complete.

Any ads received after March 8 will not be accepted and there will be no refund of money.