

Grass Roots Publications

DIGITAL AD SPECIFICATIONS

SHIP ALL MATERIAL TO:
Grass Roots Publishing, Inc.
Attention: Ron Victor
908H Oak Tree Road
South Plainfield, NJ 07080

FOR ASSISTANCE CONTACT:
Production Director: Ron Victor, 908-222-0990
or email webmaster@mycomcast.com

Technical Assistance: Tim Kaufman, email
tim@omkprepress.com

ACCEPTABLE MEDIA: ZIP 100 & 250, CD or FTP
transmission. Please email tim@omkprepress.com for
FTP information.

ACCEPTABLE FILE FORMATS: PDF (properly distilled
for print production), Mac Quark or Photoshop. Fonts
must be embedded or supplied and images must be
300 DPI in CMYK color space.

UNACCEPTABLE FILE FORMATS: TIFF/IT, Rampage
DCS, CT/LW or PC native application files.

PROOF REQUIREMENTS: A SWOP standard color
proof is necessary for critical color match. If a non-
SWOP proof or no proof is provided, the press will be
instructed to run to SWOP web offset standard ink
densities.

Please supply a content proof (laser) with any media.
A PDF can be used for content control of materials
submitted via FTP.

AD SIZE & CODE	TRIM SIZE	BLEED SIZE	NON-BLEED SIZE
A - FULL PAGE	8.375" X 10.875"	8.625" X 11.125"	7.875" X 10.375"
B - 2/3 HORIZONTAL	8.375" X 7.125"	8.625" X 7.375"	7.875" X 6.875"
C - 2/3 VERTICAL	5.4375" X 10.875"	5.6875" X 11.125"	5.1875" X 10.375"
D - 1/2 HORIZONTAL	8.375" X 5.25"	8.625" X 5.5"	7.875" X 5.0"
E - 1/2 VERTICAL	4.0" X 10.875"	4.25" X 11.125"	3.75" X 10.375"
F - 1/2 JUNIOR	5.4375" X 7.125"	5.6875" X 7.375"	5.1875" X 6.875"
G - 1/3 HORIZONTAL	8.375" X 3.5625"	8.625" X 3.8125"	7.875" X 3.3125"
H - 1/3 VERTICAL	2.75" X 10.875"	3.0" X 11.125"	2.5" X 10.375"
I - 1/3 SQUARE	5.4375" X 5.25"	5.6875" X 5.5"	5.1875" X 5.0"
J - 1/4 VERTICAL	4.0" X 5.25"	4.25" X 5.5"	3.75" X 5.0"
K - 1/9 VERTICAL	SAME AS NON-BLEED	N/A	2.5" X 3.3125"
L - SPREAD	16.75" X 10.875"	17.0" X 11.125"	16.25" X 10.375"
M - 1/2 PG SPREAD	16.75" X 5.25"	17.0" X 5.5"	16.25" X 5.0"

Live matter SAFETY - leave 1/4" from all TRIM edges.
Gutter safety for TYPE - 1/8" from each side of spread

PLEASE BE SURE TO LABEL MEDIA WITH THE
FOLLOWING INFORMATION:

Publication
Issue Date
Advertiser name
Contact information

Ads will be held for one year from date of last
insertion. Media will be held by the publisher
after printing is complete.

A

FULL PAGE

Trim Size 8.375" x 10.875"

Non-Bleed (safety) 7.875" x 10.375"

Bleed 8.625" x 11.125"

Editorial Space
7.875" x 3.25"

B

2/3 HORIZONTAL

Trim Size 8.375" x 7.125"

Non-Bleed (safety) 7.875" x 6.875"

Bleed 8.625" x 7.375"

Editorial Space
2.4375" x 10.375"

C

2/3 VERTICAL

Trim Size 5.4375" x 10.875"

Non-Bleed (safety) 5.1875" x 10.375"

Bleed 5.6875" x 11.125"

Editorial Space
7.875" x 5.125"

D

1/2 HORIZONTAL
Trim Size 8.375" x 5.25"
Non-Bleed (safety) 7.875" x 5.0"
Bleed 8.625" x 5.5"

Editorial Space
3.875" x 10.375"

E

1/2 VERTICAL

Trim Size 4.0" x 10.875"

Non-Bleed (safety) 3.75" x 10.375"

Bleed 4.25" x 11.125"

Editorial Space
7.875" x 3.25"

Editorial Space
2.4375" x 7.125"

F

1/2 JUNIOR

Trim Size 5.4375" x 7.125"

Non-Bleed (safety) 5.1875" x 6.875"

Bleed 5.6875" x 7.375"

Editorial Space
7.875" x 6.8125"

6

1/3 HORIZONTAL
Trim Size 8.375" x 3.5625"
Non-Bleed (safety) 7.875" x 3.3125"
Bleed 8.625" x 3.8125"

Editorial Space
5.125" x 10.375"

H

1/3 VERTICAL
Trim Size 2.75" x 10.875"
Non-Bleed (safety)
2.5" x 10.375"
Bleed 3.0" x 11.125"

Editorial Space
5.125" x 10.375"

Editorial Space
5.125" x 10.375"

I

1/3 SQUARE
Trim Size 5.4375" x 5.25"
Non-Bleed (safety) 5.1875" x 5.0"
Bleed 5.6875" x 5.5"

Editorial Space
7.875" x 5.125"

Editorial Space
3.875" x 5.25"

J

1/4 VERTICAL

Trim Size 4.0" x 5.25"

Non-Bleed (safety) 3.75" x 5.0"

Bleed 4.25" x 5.5"

K

1/9 VERTICAL
Trim Size 2.5" x 3.3125"
Non-Bleed (safety)
SAME AS TRIM
Bleed N/A

K

1/9 VERTICAL
Trim Size 2.5" x 3.3125"
Non-Bleed (safety)
SAME AS TRIM
Bleed N/A

K

1/9 VERTICAL
Trim Size 2.5" x 3.3125"
Non-Bleed (safety)
SAME AS TRIM
Bleed N/A

EDITORIAL SPACE WILL BEGIN 1/8" AWAY FROM ADS AS PATTERN IS FILLED.

K

1/9 VERTICAL
Trim Size 2.5" x 3.3125"
Non-Bleed (safety)
SAME AS TRIM
Bleed N/A

K

1/9 VERTICAL
Trim Size 2.5" x 3.3125"
Non-Bleed (safety)
SAME AS TRIM
Bleed N/A

K

1/9 VERTICAL
Trim Size 2.5" x 3.3125"
Non-Bleed (safety)
SAME AS TRIM
Bleed N/A

K

1/9 VERTICAL
Trim Size 2.5" x 3.3125"
Non-Bleed (safety)
SAME AS TRIM
Bleed N/A

K

1/9 VERTICAL
Trim Size 2.5" x 3.3125"
Non-Bleed (safety)
SAME AS TRIM
Bleed N/A

K

1/9 VERTICAL
Trim Size 2.5" x 3.3125"
Non-Bleed (safety)
SAME AS TRIM
Bleed N/A

L

2 PAGE SPREAD

Trim Size 16.75" x 10.875"

Non-Bleed (safety) 16.25" x 10.375"

Gutter Safety 1/8" each side of gutter

Bleed 17.0" x 11.125"

Editorial Space
16.25" x 5.125" with 1/8" safety each side of gutter

M

1/2 PAGE SPREAD
Trim Size 16.75" x 5.25"
Non-Bleed (safety) 16.25" x 5.0"
Gutter safety 1/8" each side of gutter
Bleed 17.0" x 5.5"

COVER INKJET BOX POSITION
4" X 1.5"
1/4" FROM FACE AND FOOT
SAFETY 7.875" X 10.375"

