

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
omkprep@gmail.com

ACCEPTABLE MEDIA: CD or FTP
transmission. Please email omkprep@gmail.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	7.5" X 10.5"	7.75" X 10.75"	7" X 10"
B - 2/3 HORIZONTAL	7.5" x 6.875"	7.75" x 7"	7" x 6.625"
C - 2/3 VERTICAL	4.875" x 10.5"	5" x 10.75"	4.625" x 10"
D - 1/2 HORIZONTAL	7.5" x 5.125"	7.75" x 5.25"	7" x 4.875"
E - 1/2 VERTICAL	3.625" x 10.5"	3.75" x 10.75"	3.375" x 10"
F - 1/2 JUNIOR	4.875" x 6.875"	5" x 7"	4.625" x 6.625"
G - 1/3 HORIZONTAL	7.5" x 3.375"	7.75" x 3.5"	7" x 3.125"
H - 1/3 VERTICAL	2.375" x 10.5"	2.5" x 10.75"	2.125" x 10"
I - 1/3 SQUARE	4.875" x 5.125"	5" x 5.25"	4.625" x 4.875"
J - 1/4 VERTICAL	3.625" x 5.125"	3.75" x 5.25"	3.375" x 4.875"
K - 1/9 VERTICAL	2.25" x 3.25"	N/A	SAME AS TRIM
L - SPREAD	15" X 10.5"	15.25" X 10.75"	14.5" X 10"
M - 1/2 PG SPREAD	15" X 5.125"	15.25" X 5.25"	14.5" X 4.875"

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.