

Design World Ad Specifications

Bleed Ad Dimensions:

(in inches, width by height)

two-page spread	bleed: 18 ½ X 18 ½ trim: 18 X 10 7/8 live: 17 X 10 3/8
full page	bleed: 9 ¼ X 11 ½ trim: 9 X 10 7/8 live: 8 ½ X 10 3/8
1/2 horizontal spread	bleed: 18 ½ X 5 ½ trim: 18 X 5 ¼ live: 17 X 4 ¾
1/2 horizontal	bleed: 9 ¼ X 5 ½ trim: 9 X 5 ¼ live: 8 ½ X 4 ¾
1/2 island	bleed: 5 3/8 X 8 5/8 trim: 5 1/8 X 8 3/8 live: 4 ¾ X 8
1/2 vertical	bleed: 4 5/8 X 11 ½ trim: 4 3/8 X 10 7/8 live: 4 X 10 ¼
2/3 vertical	bleed: 5 3/8 X 11 ½ trim: 5 1/8 X 10 7/8 live: 4 ¾ X 10 ¼
1/3 vertical	bleed: 3 1/8 X 11 ½ trim: 3 X 10 7/8 live: 2 5/8 X 10 ¼
1/3 square	bleed: 5 3/8 X 5 ½ trim: 5 1/8 X 5 ¼ live: 4 ¾ X 4 ¾
1/3 horizontal	bleed: 9 ¼ X 3 ¾ trim: 9 X 3 5/8 live: 8 ½ X 3 1/8
1/4 page	bleed: 4 5/8 X 5 ½ trim: 4 3/8 X 5 ¼ live: 4 X 4 ¾
1/6 page	bleed: 3 1/8 X 5 ½ trim: 3 X 5 ¼ live: 2 5/8 X 4 ¾

Digital Ad Specifications:

Design World is printed offset, computer-to-plate (CTP) and perfect bound. Ad material should be submitted in a digital (or electronic) format and must comply with the specifications below. Any necessary artwork or copy preparation will be billed to advertiser. For additional information, please visit www.designworldonline.com/adcenter. Accepted document formats: **PDF's are strongly encouraged.** Quark or documents saved as EPS are also accepted. **Fonts:** Include Postscript™ fonts-both screen and printer. To reduce errors, we strongly recommend the use of preflight software; if possible, please embed fonts in the file. **Images:** Include all placed images, making sure that each is in CMYK mode, 300 dpi and saved as a TIFF or EPS image. **Proof:** All ads should include an actual size color proof of the final file. Artwork submitted without a proof, including files sent electronically, will be charged for proof output. Please be certain your ad size is correct and that the image bleeds 1/8", if necessary. Submit your digital ad in one of these ways: Send us your file on a CD or upload your file electronically at www.designworldonline.com/adcenter. Whichever method you use, please be sure to also send **Design World** a proof of your ad. Inserts-Shipping-Contact info: Direct ad production questions to Terri Heuser, Production Manager, 440.234.4531 Ext. 201 or theuser@designworldonline.com. Send ad materials to Design World, attention Terri, 18100 Jefferson Park Drive, Suite 103, Middleburg Heights, OH, 44130.

