
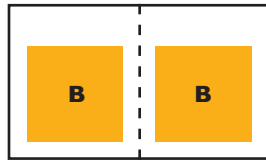
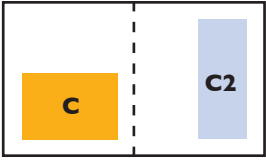
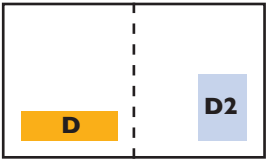



PRINT SPECIFICATIONS

Display Ad Dimensions

*Trim size is 8 3/8" x 10 7/8", 213 mm x 276 mm

	Width - Height		
	Inches	Millimeters	
	A - Full-page (live area)	7 1/4" x 9 7/8" 184 mm x 251 mm	
	A - *Full-page bleed	8 5/8" x 11 1/8" 219 mm x 283 mm	
	A2 - Full-page spread	A2 - Full-page spread	15 5/8" x 9 7/8" 397 mm x 251 mm
		A2 - Full-page spread/bleed	17" x 11 1/8" 432 mm x 283 mm
	B - 2/3 Horizontal	7 1/4" x 6 5/8" 184 mm x 168 mm	
		C - 1/2 Horizontal	7 1/4" x 5" 184 mm x 127 mm
C2 - 1/2 Vertical		3 1/2" x 9 7/8" 89 mm x 251 mm	
	D - 1/4 Horizontal	7 1/4" x 2 1/2" 184 mm x 64 mm	
	D2 - 1/4 Vertical	3 1/2" x 5" 89 mm x 127 mm	
	E - 1/8 Horizontal	7 1/4" x 1 1/4" 184 mm x 32 mm	
	E2 - 1/8 Vertical	3 1/2" x 2 1/2" 89 mm x 64 mm	

Ad File Formats

- PDF-X/4 (preferred) and PDF-X/1a standards are acceptable
- **SI's** standard job options have been provided in this zip file

Fonts

- Fonts must be embedded or saved as outlines

Color

- **Color must be process CMYK.** We will convert all other color modes to conform
- **Four-color text** will reproduce best if it is no smaller than 12 point, or 10 point in a bold face. This guideline applies to knock-out type, as well
- Use C=40,M=30,Y=30, K=100 for **rich black** (use this formula for black copy over 24 pt., under 24 pt. use just black)
- Do not use RGB, spot colors or duotones
- Ads will be run to SWOP standards
- **Four color coverage: maximum 300;** see example below

Separations (Adobe Acrobat Output Preview)

Name		
<input checked="" type="checkbox"/>	Process Plates	
<input checked="" type="checkbox"/>	Process Cyan	50%
<input checked="" type="checkbox"/>	Process Magenta	74%
<input checked="" type="checkbox"/>	Process Yellow	78%
<input checked="" type="checkbox"/>	Process Black	72%
	Total Area Coverage	274%

Sample Size: Point Sample

Total Area Coverage ■ 300 %

Bleeds (Full-Page Creatives)


- **Add 1/8th** to trim size of 8 3/8" x 10 7/8"

File Submission

- emailed to: ads@solarindustrymag.com

Resource Directory Ad Sizes

■ RDI ■ RD2 ■ RD3



Ad Sizes	
2.25" wide x 1.25" high	57.15 mm wide x 31.75 mm high
2.25" wide x 1.75" high	57.15 mm wide x 44.45 mm high
2.25" wide x 2.25" high	57.15 mm wide x 57.15 mm high

Full-page bleed size is 8 5/8" x 11 1/8", 219 mm x 283 mm

Trim size is 8 3/8" x 10 7/8", 213 mm x 276 mm

Full-page (live area) 7 1/4" x 9 7/8", 184 mm x 251 mm

Live area indicated column area in the publication and will allow for a wider margin around your ad if preferred.

1/4" in from trim for safety