

# Mobile Enterprise

## MAGAZINE

### Ad Sizes

**A** Full page (non-bleed):  
7" x 10"

**B** Full page (bleed):  
8 1/8" x 10 3/4"

**C** Spread (non-bleed):  
14 1/4" x 10"

**D** Spread (bleed):  
16" x 10 3/4"

**E** 2/3 page vertical:  
4 5/8" x 10"

**F** 1/2 page island:  
4 5/8" x 7 3/8"

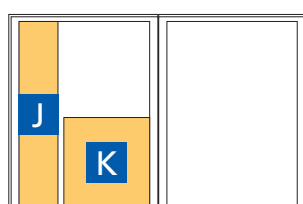
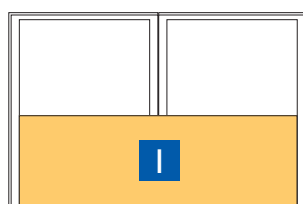
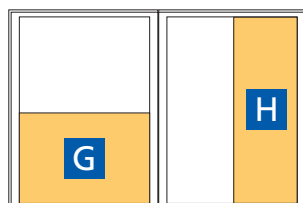
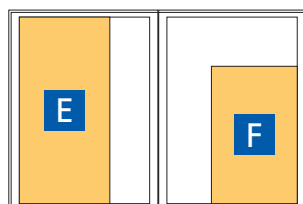
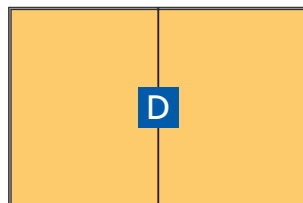
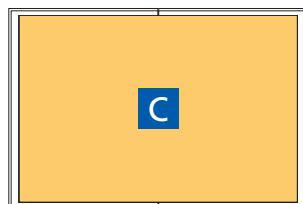
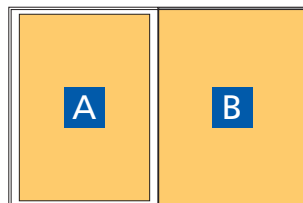
**G** 1/2 page horizontal:  
7" x 4 7/8"

**H** 1/2 page vertical:  
3 3/8" x 10"

**I** 1/2 page horiz. spread:  
14 1/4" x 4 7/8"

**J** 1/3 page vertical:  
2 1/8" x 10"

**K** 1/3 page square:  
4 5/8" x 4 7/8"



### Mechanical Requirements

All our magazines are printed CTP (Computer-to-Plate), Web offset, SWOP standard. Trimmed page is 7 7/8" x 10 1/2" and bleed is 8 1/8" x 10 3/4". We take great care and pride in the quality and accuracy of our magazines. Our policy is not to alter or make any changes to your files. Please send a color laser print of the electronic file supplied (laser print is for content only) so that we can verify that all the elements are there. Keep a copy for yourself in case we need to call you with any questions. Our production manager can be reached at (973) 252-0100 ext. 222.

**MEDIA ACCEPTED:**  
Macintosh format  
CD or DVD

**YOU CAN MAIL YOUR FILES ON CD-ROM WITH COLOR PROOF TO:**

Attn: Maggie Hall  
Edgell Communications  
4 Middlebury Boulevard  
Randolph, NJ 07869

**SUPPORTED APPLICATIONS:**  
Macintosh QuarkXpress,  
Adobe Photoshop,  
Illustrator and Acrobat

**FONTS:** Supply all the fonts used in your document including fonts used in any EPS linked files or create outlines of all fonts used. Use PostScript Type 1 fonts. You need to send both, the printer and the screen fonts.

Do not use "character styles" in the layout applications.

**PRODUCTION CHARGES:**  
There are no production charges for Flight-checking complete and accurate files. However, if files are not complete or are not submitted following our requirements, we will charge for any supplemental work at the prevailing rates.

**LINKED IMAGES IN PAGE LAYOUT PROGRAMS:** All images must be in CMYK, grayscale or bitmap mode and must be saved as TIFF, EPS or PDF. Please remember to update your links before saving the final layout.

**RESOLUTION:** 300 to 600 dpi.

**DOCUMENT SIZE:** The document size should be set up to the final trim size of the ad size. Do not place any live matter (type or image) closer than 1/2" to the page trim.

**BLEED:** Add 1/8" bleed for any image or color panel that bleeds off the edge of the page.

**CREATING POSTSCRIPT FILES FOR PDF:** We currently use Acrobat 5.0. Set up your files as follows: embed all fonts; save all images at print resolution (300 dpi. and above); convert all RGB and PMS colors to CMYK or grayscale; set security to "none".

**ADVERTISING MATERIALS:**  
All advertising materials will be destroyed after one year, unless otherwise specified. To have your files returned, please submit a written request within 9 month of submitting materials.

**INSERT REQUIREMENTS:**  
Always consult your sales rep. before printing inserts to insure proper specifications, quantity and shipping address. For an accurate price on insertion, we need to receive a sample of the insert when the space is booked. Ship your inserts directly to the printer and 5 samples to your sales and production representatives.