

Ad Specifications / Production Information

PRODUCTION: DIGITAL
BINDING: SADDLE-STITCHED
TRIM SIZE: 8.25" X 10.875"

(Document size must be the same as the Trim Size)

SIZE	WIDTH	DEPTH
Full Page	8.25"	10.875"
* with bleed	8.5"	11.125"
2-Page Spread	16.5"	10.875"
2/3 Vertical	4.5"	9.875"
1/2 Horizontal	7"	4.875"
1/3 Vertical	2.25"	9.875"
1/3 Square	4.5"	4.875"
1/6 Vertical	2.25"	4.875"
1/9 Page	2.234"	3.156"

(Products & Services Gallery Ad size. Ads produced by LBM Journal)

* All elements intended to bleed must be extended at least 1/8" beyond the edges of the document.

› All live text or images should be at least 1/4" from the trim.

PRESS-OPTIMIZED PDFS ARE PREFERRED

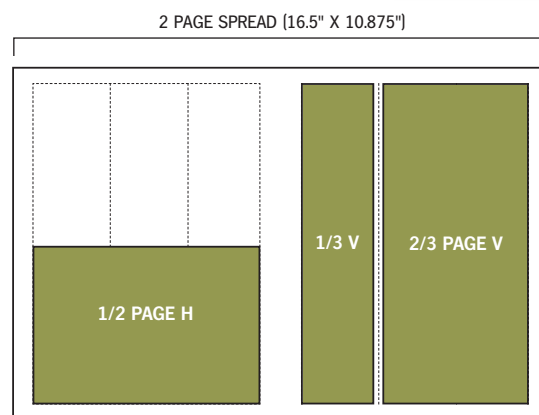
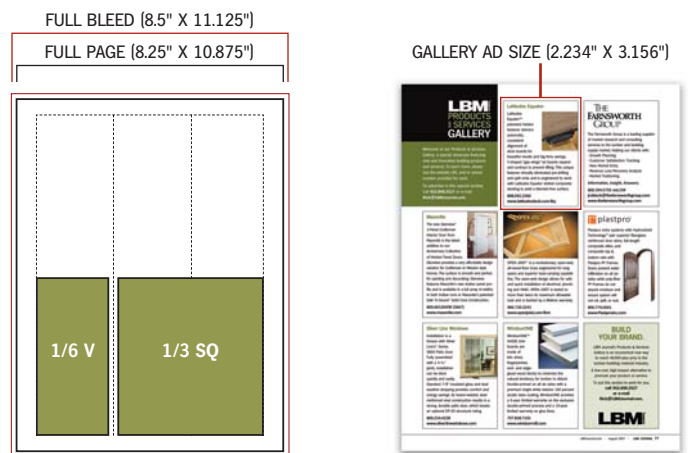
- › If the ad is intended to bleed, registration marks must be applied with an offset of 30 pt. There must be a minimum of 1/8" bleed beyond the trim in the PDF file.
- › Application files will be accepted as long as all Adobe Type 1 fonts (True Type fonts are not acceptable) and hi-res images are included. Registration marks and page information should not be included.

DIGITAL REQUIREMENTS

- › Mac Format – Quark 6.0 or lower. Be sure to include all fonts, all EPS images and high-res scans. Use process colors (CMYK) only.
- › A contract-quality digital color proof with a color bar and registrations marks (SWOP approved) is required for all four-color ads. If no proof, or only a laser-quality proof is provided, LBM Journal assumes no responsibility for final press color.

SEND ARTWORK TO:

CATHY BRANCH
 16097 LOGARTO LANE,
 LAKEVILLE, MN 55044
 952.892.0452
 Production@LBMJournal.com



FTP INSTRUCTIONS

FTP Address: ftp.bpg.banta.com
User: lbm_guest
Password: lbmupload

You will be able to upload your ads to this FTP folder.

For MAC users:

- If you have multiple files, you must place all files in one folder and then "stuff-it" before you can drag it over.
- You should use an FTP client such as Fetch or Transmit
- When your files are compressed, you can drag and drop them into the empty window.
- Please disconnect when the files are uploaded.

For PC users:

- If you have multiple files, you must place all files in one folder and then "zip" it before you can drag it over.
- You should use an FTP client such as: CuteFTP V4.2.5.
- When your files are compressed, you can drag and drop them into the empty window.
- Please disconnect when the files are uploaded.

Please e-mail confirmation that your files have been uploaded to: production@LBMJournal.com.