

# 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

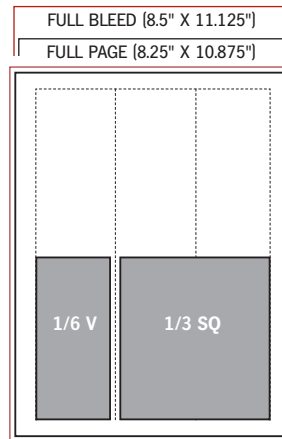
- › If the ad is intended to bleed, registration marks must be applied with an offset of 30 pt. There must be a minimum of 1/8" bleed beyond the trim in the PDF file.
- › Application files will be accepted as long as all Adobe Type I fonts (True Type fonts are not acceptable) and hi-res images are included.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

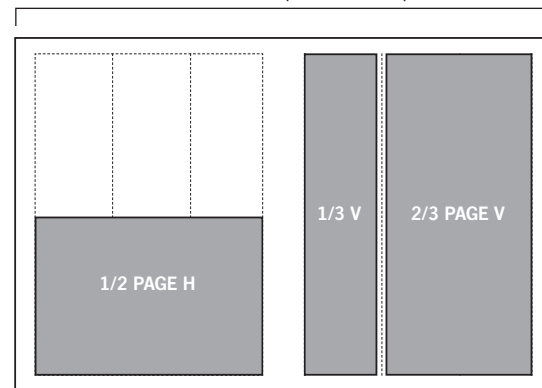
**CATHY BRANCH**  
 16097 LOGARTO LANE,  
 LAKEVILLE, MN 55044  
 952.892.0452  
 Production@LBMJournal.com



GALLERY AD SIZE (2.234" X 3.156")



2 PAGE SPREAD (16.5" X 10.875")



## FTP INSTRUCTIONS

**FTP Address:** ftp.bpg.banta.com  
**User:** lbm  
**Password:** muffins

Enter folder named **"from\_advertisers"**

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**
- 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**.
- Please disconnect when the files are uploaded.

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