

print ad specs

RUN OF BOOK

2 PAGE SPREAD
 TRIM SIZE:
16" x 10.5"
 LIVE AREA:
15.5" x 10"
 SIZE WITH BLEED:
16.5" x 10.75"

FULL PAGE
 TRIM SIZE:
8" x 10.5"
 LIVE AREA/NON-BLEED SIZE:
7.5" x 10"
 SIZE WITH BLEED:
8.25" x 10.75"

2/3 PAGE VERTICAL
 TRIM SIZE:
4.875" x 10.5"
 LIVE AREA:
4.375" x 10"
 SIZE WITH BLEED:
5.5" x 10.75"

2/3 PAGE HORIZONTAL
 TRIM SIZE:
8" x 7.25"
 LIVE AREA:
7.5" x 6.75"
 SIZE WITH BLEED:
8.25" x 7.375"

1/2 PAGE VERTICAL
 TRIM SIZE:
4" x 10.5"
 LIVE AREA:
3.5" x 10"
 SIZE WITH BLEED:
4.125" x 10.75"

1/2 PAGE HORIZONTAL
 TRIM SIZE:
8" x 5.375"
 LIVE AREA:
7.5" x 4.75"
 SIZE WITH BLEED:
8.25" x 5.5"

1/2 PAGE ISLAND
 TRIM SIZE:
4.75" x 7.5"
 LIVE AREA:
4.25" x 7"
 SIZE WITH BLEED:
7.875" x 7.625"

1/3 PAGE SQUARE
 TRIM SIZE:
4.5" x 4.5"
 LIVE AREA:
4" x 4"
 SIZE WITH BLEED:
4.675" x 4.675"

1/3 PAGE VERTICAL
 TRIM SIZE:
2.75" x 10.5"
 LIVE AREA:
2.25" x 10"
 SIZE WITH BLEED:
2.875" x 10.75"

1/3 PAGE HORIZONTAL
 TRIM SIZE:
8" x 3.375"
 LIVE AREA:
7.5" x 2.875"
 SIZE WITH BLEED:
8.25" x 3.5"

1/4 PAGE
 TRIM SIZE:
4" x 5.25"
 LIVE AREA:
3.675" x 4.75"
 SIZE WITH BLEED:
4.125" x 5.375"

1/6 PAGE
 TRIM SIZE:
2.25" x 4.75"
 LIVE AREA:
1.75" x 4.25"
 SIZE WITH BLEED:
2.375" x 4.875"

INSERT

FULL PAGE
 TRIM SIZE:
8" x 10.5"
 LIVE AREA:
7.5" x 9.75"
 BLEED SIZE:
8.25" x 10.75"

QUICK SPECS	
TRIM SIZE	8" x 10.5"
BLEED SIZE	8.25" x 10.75"
PREPRESS PROCESS	CTP (Computer to Plate)
PRINTING PROCESS	Web Offset with perfect binding
SCREEN FREQUENCY	133lpi interior 150lpi covers

LAPTOP ONLY ACCEPTS hi-res Acrobat PDF files. If these requirements cannot be met, prior arrangement must be made with the Production Director.

- > PDF files must be created using the PDF/X-1a. Documentaton on the printer's pdf requirements can be downloaded from www.bedfordcommunications.com/pdfreq.pdf.
- > Document page size must be correct relative to final trim. Quarter-inch space recommended between live area and trim. One-eighth-inch bleeds, beyond trim size, added to meet bindery requirements.
- > **Files MUST be accompanied by a high-resolution SWOP approved digital color proof (Kodak or equivalent) for each page. Otherwise, LAPTOP will not be responsible for production quality.**
- > Please avoid small multicolor type.
- > All pages resubmitted for changes must be accompanied by a new and current laser (marked for color) or color proof.
- > Supplied Disc(s) must be properly labeled with advertiser name, studio or agency name, and intended publication.

SHIPPING ADDRESS

LAPTOP Magazine
 attn: Mark Morton,
 Production Director
 1410 Broadway, 21st Floor
 New York, NY 10018
 (212) 807-8220

PRODUCTION QUESTIONS
mmorton@laptopmag.com

ELECTRONIC FILE DELIVERY

In emergency circumstances our ftp site is available for file delivery. Please overnight a proof for delivery the following business day. Naming convention of the files posted to the ftp site must include advertiser name.

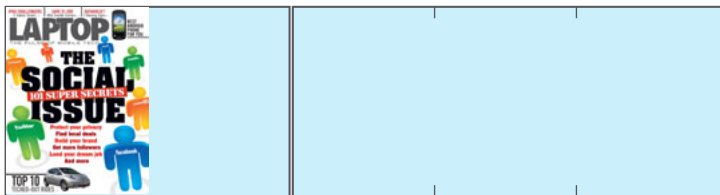
Host: [ads.laptopmag.com](ftp://ads.laptopmag.com)
 Username: client
 Password: client

You may also use our online-transfer tool:
 Host: www.box.net
 Username: laptopads
 Password: ads123

COVERS

FRONT GATEFOLD

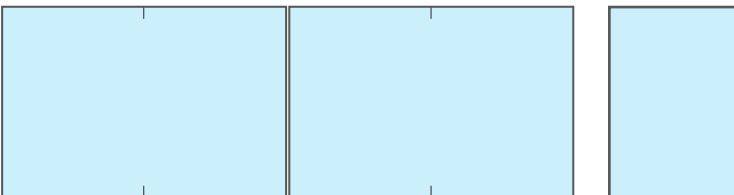
Cover 2 (folds out opposite cover 1), cover 2A, cover 2B and page 1.
 Total trim size of 3-page panel is 23.25" x 10.5"



TRIM SIZE: 7.5" x 10.5"	TRIM SIZE: 7.5" x 10.5"	TRIM SIZE: 7.75" x 10.5"	TRIM SIZE: 8" x 10.5"
LIVE AREA: 7" x 10"	LIVE AREA: 7" x 10"	LIVE AREA: 7.25" x 10"	LIVE AREA: 7.5" x 10"
BLEED: 7.75" x 10.75"	BLEED: 7.75" x 10.75"	BLEED: 8" x 10.75"	BLEED: 8.25" x 10.75"

BACK GATEFOLD

Cover 3, cover 3B (spread) Cover 4, cover 4B (spread)
 Total trim size of each 2-page panel is 15.25" x 10.5"



TRIM SIZE: 7.75" x 10.5"	TRIM SIZE: 7.5" x 10.5"	TRIM SIZE: 7.5" x 10.5"	TRIM SIZE: 7.75" x 10.5"
LIVE AREA: 7.25" x 10"	LIVE AREA: 7" x 10"	LIVE AREA: 7" x 10"	LIVE AREA: 7.25" x 10"
BLEED: 8" x 10.75"	BLEED: 7.75" x 10.75"	BLEED: 7.75" x 10.75"	BLEED: 8" x 10.75"

FULL-PAGE COVER INSERT (front & back)



TRIM SIZE: 8" x 10.5"
LIVE AREA: 7.5" x 10"
BLEED SIZE: 8.25" x 10.75"