



Full page

Print

Ad sizes

Size	Width	Depth
1 page trim	8-1/4"	10-3/8"
safety area	7-1/4"	9-3/8"
bleed	8-1/2"	10-5/8"
1/2 page (horizontal)	7.25"	4-3/8"
1/3 page (square)	4-9/16"	4-3/8"
1/3 page (vertical)	2-1/8"	9-3/8"
1/9 page formatted ad	2-1/4"	2-7/8"
double page spread	16-1/2"	10-3/8"
safety area	14-1/2"	9-3/8"
(1/2" gutter in centre fold)		
bleed	16-3/4"	10-5/8"



DPS



1/2 page



1/3 page



backbonemag.com

Mechanical requirements

Digital material: PDF/X1a, Illustrator EPS files or Quark/InDesign files together with supporting font and high resolution (minimum 300 dpi) graphics files. Either Mac or PC files accepted. Please be sure all the trapping is completed; all graphics (photos, illustrations, logos) are in EPS or TIFF format (CMYK); all fonts included or converted to vector art. The electronic file must be accompanied by a proof (eg. colour rainbow, iris, laser). You may send your files on removable disk (CD or DVD) or upload to our ftp site. Please contact swalker@backbonemag.com for the coordinates.

Production/design elements

The combination of cutting-edge design concepts, high-end paper stock and quality photography and illustration gives *Backbone* its unique look and feel.

Paper stock is a glossy/matte finish with above-average magazine qualities. This 8-1/4" x 10-3/8" stand-alone publication features an 80-lb. cover with 50(+)-lb. inside pages. It is printed using four-colour process throughout.

Printers

Quad Graphics

Delivery

Direct to Globe Distribution Services

Online

Web site banners

Format: Leaderboard/super banner: 728 x 90 px: JPG, GIF (static or animated), SWF (30 frames per second using images of 72dpi, all URLs to be embedded in file)

Headline banner: 468 x 60 px: JPG, GIF (static or animated)

Side column: 135 x 135, 135 x 270, or 135 x 395 px: JPG, GIF (static or animated).

Size (pixels): Leaderboard/super banner 728 x 90,
 Side column 135 x 135, 135 x 270, 135 x 395

eNewsletter banners

Format: JPG, GIF (static)

Size (pixels): 468 x 60

Mobile site banners

Format: Static in order of preference: JPG, GIF or PNG

Size (pixels): 600 x 74

Videos/Podcasts

SWF (30 frames per second using images of 72dpi tracking URL to be embedded in file)