

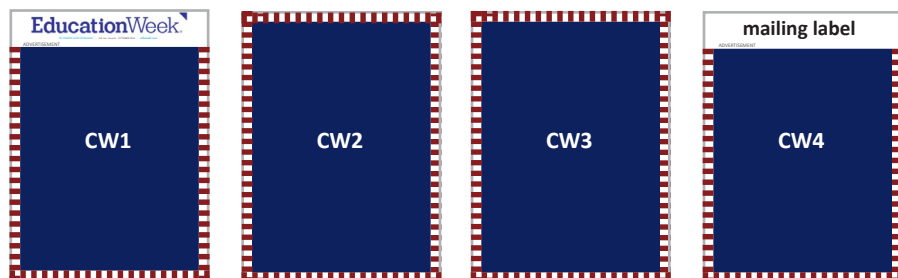
PRINT ADVERTISING REQUIREMENTS

Optional 5/16" bleed



Registration marks **MUST** appear outside of bleed.

HIGH IMPACT Cover Wrap



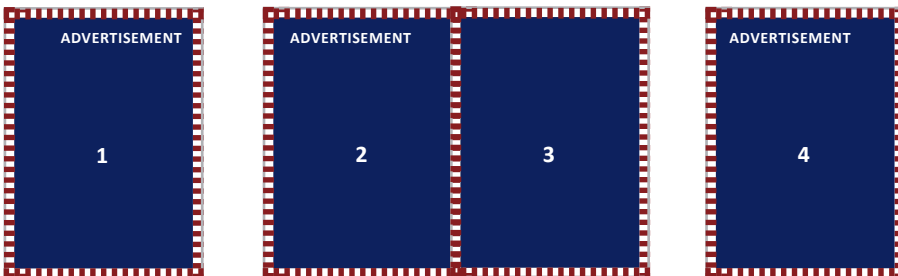
Cover Wraps 1 and 4

- Trim size: 8.375" x 8.35"
+ 5/16" bleed on bottom + both sides

Cover Wraps 2 and 3 are regular full-page ads

- Trim size: 8.375" x 10.75"
+ 5/16" bleed on all sides

HIGH IMPACT Insert



Pages 1, 2, 3, 4 are regular full-page ads

- Trim size: 8.375" x 10.75"
+ 5/16" bleed on all sides
- If you choose not to bleed, the live area is 8" x 9.75"

- Please include the word "ADVERTISEMENT" on your pages in the placement shown above.
- Font: Calibri, regular, 10pt.
- 5/16" minimum from the edge
- This tag can appear in white, black, or on top of a colored screen.
- We reserve the right to place this tag on any ads submitted without this tag

Cover 2



- Trim size: 8.375" x 10.75"
+ 5/16" bleed on all sides
- No Bleed Live Area:
7.75" x 10"

Full page



- Trim size: 8.375" x 10.75"
+ 5/16" bleed on all sides
- No Bleed Live Area:
7.75" x 10"

File Formats and Media

NO Microsoft Word documents will be accepted.

- Print ready PDFs are required. Supply as a high resolution print quality PDF, cmyk
- Change all fonts to outlines before generating a pdf
- If too large to send over email, files may be submitted via WeTransfer. Please contact ad-production@educationweek.org for more information.

CRITICAL: Registration marks are not required. If you include registration marks they **MUST APPEAR OUTSIDE** the bleed area specified above. Overlapping the printer's specified bleed safety area means that these marks may appear on your printed advertisement.

Binding Method

- Saddle Stitch

Color

- All spot colors must be converted to CMYK. No Pantone colors will be printed.
- B/W ads must be set to grayscale.
- Do not use "Registration" black, spot, or rgb specifications.

Images

- All graphics or images used in the file must be cmyk, 300 dpi.

Web images at 72 dpi are NOT acceptable for printing.

Recommended Densities

- **4/C:** 240-250% maximum density. 70-80% black, 64% cyan, 53% magenta, 53% yellow. 5% minimum in highlight and 85% maximum in shadow to hold detail.
- **B/W:** Halftones: 5% highlight, 40% midtone, 75% shadow.

Common Mistakes

- Using the PDF Writer to create a PDF
- Not converting all text to outlines
- Including web graphics at 72 dpi

Email files with a proof and insertion order to:

Navia Thompson
ad-production@educationweek.org
(301-280-3100)