

## PRINT SPECS | 2018

### CLOSING / MATERIALS DUE DATES

ISSUE	AD CLOSE	MATERIALS DUE
JANUARY	NOVEMBER 20, 2017	DECEMBER 1, 2017
<b>FEBRUARY *</b>	DECEMBER 22, 2017	JANUARY 5, 2018
MARCH	JANUARY 29, 2018	FEBRUARY 5, 2018
<b>APRIL*</b>	FEBRUARY 26, 2018	MARCH 5, 2018
MAY	MARCH 26, 2018	APRIL 2, 2018
JUNE	APRIL 30, 2018	MAY 7, 2018
<b>JULY*</b>	MAY 21, 2018	JUNE 1, 2018
AUGUST	JULY 2, 2018	JULY 9, 2018
SEPTEMBER	JULY 23, 2018	AUGUST 3, 2018
<b>OCTOBER*</b>	AUGUST 27, 2018	SEPTEMBER 7, 2018
NOVEMBER/DECEMBER	OCTOBER 1, 2018	OCTOBER 12, 2018

\* BONUS: MEDIAVIEW PRO ADVERTISING EFFECTIVENESS & READERSHIP STUDY

### PRINTING DETAILS

LBM JOURNAL is printed Web-offset and saddle-stitched. Book trim size is 8.25" x 10.875". Cover stock is 80# gloss. Text page stock is 45# gloss. Bellybands are 100# gloss. CMYK total area coverage/maximum density = 280-300%

### ACCEPTED FILES

LBM JOURNAL accepts PRESS QUALITY PDF/X-1a 2001 compliant files. Please note the following when preparing your PDF document.

DO NOT USE WEB OR SYSTEM FONTS. ONLY use printer fonts such as: Type1, Open Type, True Type, etc. Any other type of font is unpredictable. Errors may not show up until final hi-res output and could be missed at plating or on press.

USE PROCESS COLORS (CMYK) ONLY. No spot colors will be accepted. Spot colors will automatically be converted to CMYK and LBM JOURNAL is not responsible for final press color. Errors with InDesign transparency effects involving spot colors WILL OCCUR.

DO NOT apply crop or registration marks to the pdf file.

If the ad is intended to bleed, there must be a minimum of .125" applied beyond the trim in the PDF file.

### SENDING FILES

Send ad files via e-mail, that are less than 8 megabytes, to:

**design@lbmjournal.com**

Post ads larger than 8 megabytes to our website:

**www.lbmjournal.com/printads**

Allowed file types: .pdf, .tif, .jpg, .eps, .ai, .sitx or .zip extensions.

File size cannot exceed 200 MB. If you have multiple files, you must place all files in one folder and then "zip" or "stuff-it" before upload.

### CONTACT

Questions about preparing press-quality PDFs, or for additional specs, contact:

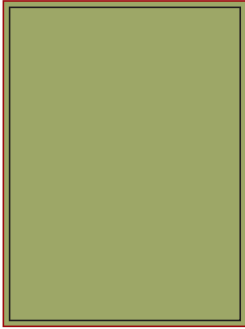
**Richard Hart**

**Creative Services Director, LBM JOURNAL**

**design@lbmjournal.com | 612-280-4191**

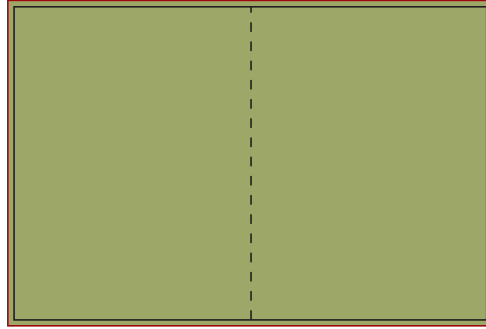
## PRINT SPECS | 2018

### AD SIZE SPECIFICATIONS



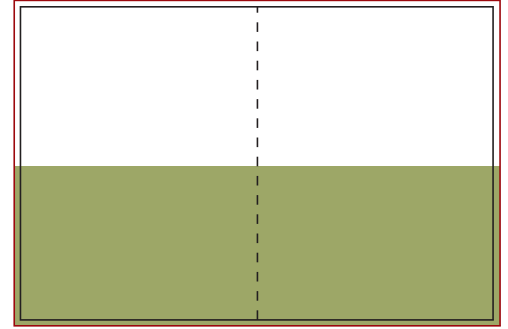
#### FULL PAGE

Trim	8.25" x 10.875"
Bleed	8.5" x 11.125"
Live	7.75" x 10.375"



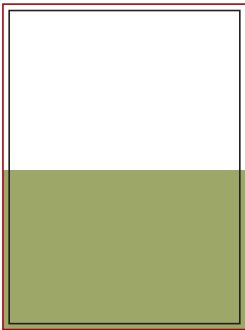
#### 2-PAGE SPREAD

Trim	16.5" x 10.875"
Bleed	16.75" x 11.125"
Live	16" x 10.375"



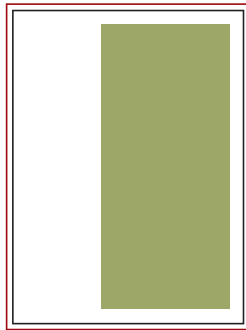
#### 1/2 PAGE SPREAD

Trim	16.5" x 5.35"
Bleed	16.75" x 5.6"
Live	16" x 4.875"



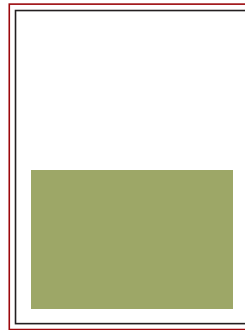
#### 1/2 PAGE BLEED

Trim	8.25" x 5.35"
Bleed	8.5" x 5.6"
Live	7.75" x 4.875"



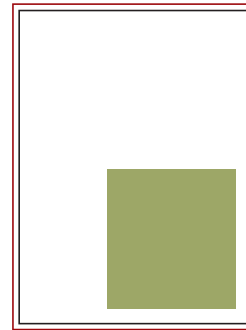
#### 2/3 PAGE

Trim	4.5" x 9.875"
Non-Bleed	



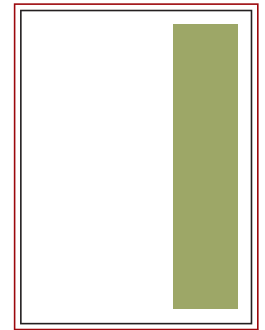
#### 1/2 PAGE

Trim	7" x 4.875"
Non-Bleed	



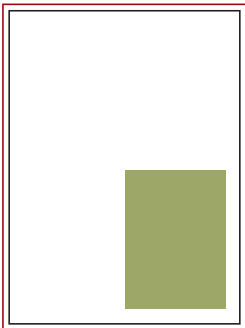
#### 1/3 PAGE HORIZONTAL

Trim	4.5" x 4.875"
Non-Bleed	



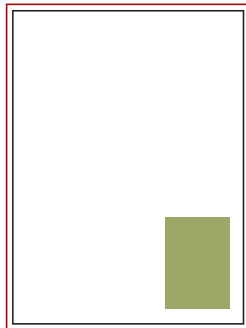
#### 1/3 PAGE VERTICAL

Trim	2.25" x 9.875"
Non-Bleed	



#### 1/4 PAGE

Trim	3.375" x 4.875"
Non-Bleed	



#### 1/9 PAGE GALLERY

Trim	2.222" x 3.147"
Non-Bleed	

All elements intended to bleed must be extended at least **.125"** beyond the edges of the document. All live text or images should be at least **.25"** from the trim.

**For spreads, keep text and critical images .1875" from the center gutter to avoid alignment issues.**

### CONTACT

Questions about preparing press-quality PDFs, or for additional specs, contact:

**Richard Hart**  
**Creative Services Director, LBM JOURNAL**  
[design@lbmjournals.com](mailto:design@lbmjournals.com) | 612-280-4191