PoolPro

KENDRICK CONTENT

PRINT SPECIFICATIONS

SPREAD

SPREAD

Live Matter
17.5" x 10.375"

Trim Size
18" x 10.875"

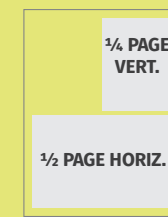**Ad (Bleed) Size**
18.25" x 11.125"

FULL PAGE

FULL PAGE

Live Matter
8.5" x 10.375"

Trim Size
9" x 10.875"

Ad (Bleed) Size
9.25" x 11.125"

FRACTIONALS

2/3 PAGE ISLAND

½ PAGE VERT.

¼ PAGE VERT.

½ PAGE HORIZ.

2/3 Page Island
Ad Size (no bleed)
4.625" x 7.125"

1/2 Page Vertical
Ad Size (no bleed)
3.75" x 9.625"

1/2 Page Horizontal
Ad Size (no bleed)
7.75" x 4.75"

1/4 Page Vertical
Ad Size (no bleed)
3.75" x 4.75"

MECHANICAL REQUIREMENTS

Printing process: Web Offset

Binding method: Perfect Bound

Trim size: 9" x 10.875"

FILE SUBMISSION RULES

- Send electronic files via Box upload or your client portal. Contact production@kendrickcontent.com for a link.
- All files need to be provided as a press-ready PDF without color bars or print marks.
- Images should be at 300 dpi.
- Create and submit ad in CMYK.
- Place all elements at 100%.
- Do not apply style attributes to fonts.

COLOR PROOF

Provide an accurate color proof for color guidance on press. Kendrick Content will not be held responsible for the reproduction quality of ads that are not accompanied by an accurate color proof.

ADDITIONAL INFORMATION

Artwork, including design and layout, typesetting, illustration, film output, stats, retouching or outlining will be billed extra. Advertisers will be billed at actual cost for any additional production charges.