

# 2020 PRODUCTION SPECIFICATIONS

## Pottery Making Illustrated

### Advertisement Sizes

	(width x height)
2 facing pages (with bleed)	16.75" x 11.125"
Full page (with bleed)	8.5" x 11.125"
2/3 page	4.625" x 10"
1/2 page island	4.625" x 7.375"
1/2 page (vertical)	3.375" x 10"
1/2 page (horizontal)	7" x 4.875"
1/3 page (vertical)	2.25" x 10"
1/3 square	4.625" x 4.875"
1/4 page	3.375" x 4.875"
1/6 page	2.25" x 4.875"

Publication Trim Size: 8 1/4" x 10 7/8"

Bleed: 1/8" all around (Full page ads only)

Live Matter: Keep 1/4" from trim edge (Full page ads only)

Type of Binding: Saddle Stitch

### Mechanical Requirements

**FILES:** A press-quality PDF (compatible with Acrobat 6 (PDF 1.5) or greater) is preferred (with all fonts embedded). Other file formats accepted are JPEG, TIFF, EPS and most major Macintosh page-layout programs.

**FONTS:** Type 1 fonts are required. TrueType fonts will be replaced with the closest match available.

**ART:** All placed images, graphics, logos, and fonts must be included.

**RESOLUTION:** Color art, 300 ppi. Low-resolution images will be resampled to appropriate levels as needed.

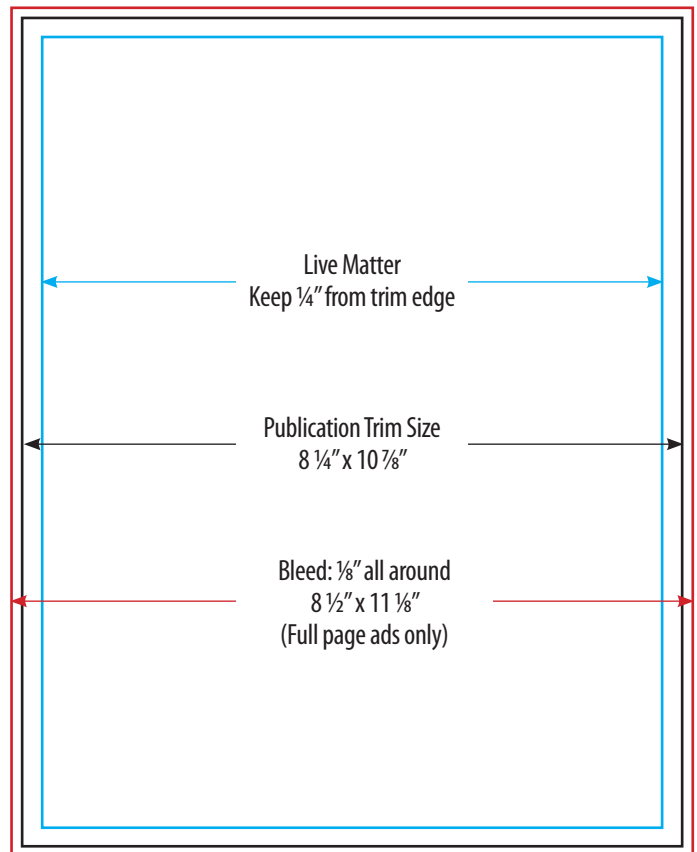
**COLOR:** All color images must be set to CMYK output with no ICC or CIE color profiles attached. A hard-copy proof is required in order for color to be considered critical. The publisher cannot be held responsible for the reproduction quality if the proofing requirements are not met or if materials are submitted past closing date.

**HALFTONES:** Black-and-white files should be set to gray scale.

Files may be submitted via email or FTP.

Please label artwork with the Issue Date, Advertiser Name, File Name.

For proofs and file transfer instructions, contact Pam Wilson at [pwilson@ceramics.org](mailto:pwilson@ceramics.org).



Andrew McIntyre