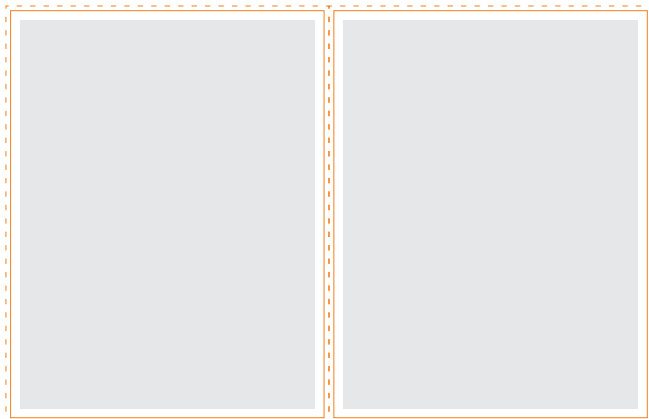


### Submit your ad in three easy steps!

- 1 Refer to this form for ad guidelines
- 2 Create your ad
- 3 Send your ad file over to us!

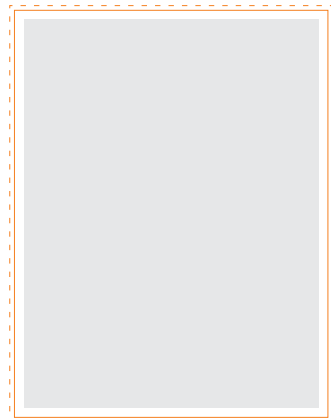
### Available Ad Sizes

#### 2 Two Page Spread



Bleed: 17" x 11.125"  
Trim: 16.75" x 10.875"  
Live Area: 16.25" x 10.375"  
\*Two-page spread gutter allowance: 0.25" on each side of gutter.

#### F Full page



Bleed: 8.625" x 11.125"  
Trim: 8.375" x 10.875"  
Live Area: 7.875" x 10.375"

### Advertising Material Specifications

#### REQUIRED FILE FORMATS

**PDF:** Must be CMYK, 300 dpi with all fonts and images embedded. Bleed and crop marks must be offset 12 points so as not to invade the live or bleed areas.  
**JPG or TIFF:** Must be CMYK and 300 dpi

#### COLOR

**Do not submit RGB or PMS colors. Ads must be CMYK.** Color reproduction cannot be guaranteed if total area density exceeds 280%. Ads with excessive use of dark colors may print with heavy dot gain, resulting in a darker outcome [aka muddier] than represented on the original proof. Avoid color builds for black body copy, use 100% black instead. Do not save image files with embedded color management profiles.

#### PROOF

Ads must be accompanied by an acceptable contract proof (dot-based, not a laser copy or consumer inkjet copy) made to SWOP standards. We suggest a color bar for accuracy. Client waives color guarantee if an acceptable contract proof is not supplied. Client may request proof from BizBash print provider. Request MUST be made 1 week in advance of material due date to allow for timely delivery, approval, and/or any necessary revision.

#### BLEED

Our bleed dimensions include 0.125" on all sides for bleed ads. Please allow a 0.25" type safety area in from trim on all sides.

#### PLEASE NOTE

We cannot design or redesign ads in-house. However, we are able to set you up with an outside freelance designer for a fee. Please contact [production@bizbash.com](mailto:production@bizbash.com) for details. One week's notice is required.

### How to submit materials

- If your total file size is under 12MB, email us: [production@bizbash.com](mailto:production@bizbash.com).
- If your total file size is over 12MB, send the files to [production@bizbash.com](mailto:production@bizbash.com) via WeTransfer, Dropbox, or another file sharing service.