

# Mechanical Requirements

**Printing Process:** Offset Lithography

**Paper Stock:** Coated

**Binding:** CFW – Saddle-stitched • *Cereal Chemistry* – Perfect-bound

## Column Format:

Three columns per page: Column width 2-1/8" (53.98 mm)

Two columns per page: Column width 3-3/8" (85.73 mm)

Column depth: 10" (254 mm)

Ad Sizes:	Inches		Millimeters	
	Width	Depth	Width	Depth
<b>Full Page</b>	7	10	177.8	254
Full Page Bleed*	8-3/4	11-1/4	222.25	285.75
<i>Additional CFW size options:</i>				
Half Page Island	4-1/2	7-1/2	114.3	190.5
Half Page Vertical	3-3/8	10	85.73	254
Half Page Vertical Bleed*	4-1/4	11-1/4	107.95	285.75
Half Page Horizontal	7	4-7/8	177.8	123.83
Half Page Horizontal Bleed*	8-3/4	5-3/8	222.25	136.53
Third Page Vertical	2-1/8	10	53.98	254
Third Page Island	4-1/2	4-7/8	114.3	123.83
Quarter Page Vertical	3-3/8	4-7/8	85.73	123.83

**Trim Size:** 8-1/2" wide × 11" deep (215.9 mm wide × 279.5 mm deep).

\* Files must be set up to 100% of final output size, allowing 1/8" (3.18 mm) bleed for bleed ads.

Keep live matter 1/4" (6.35 mm) from trim edges.

## Ad Specifications:

When submitting materials for print, please adhere to the following guidelines:

**Medium:** CD, USB flash drive, or e-mail attachment

**Platform:** MacIntosh

**Software:** Adobe InDesign, Illustrator, and Photoshop

**Format:** eps or tif; Composite PDF v1.3 (Acrobat 4.0 compatible). If possible, conform to PDF/X-1a.

**Resolution:** 300 dpi

- 4-color ads must be set up as CMYK (including all graphics).
- All fonts and graphics must be supplied.
- A hard copy of the file must accompany a file supplied on CD or flash drive.
- For color proofing, a SWOP quality contact proof should be supplied.
- Media files provided in other programs, or any other work required to complete the ad, will be subject to additional charges.

## Logo Specifications:

**Format:** eps or tif

**Resolution:** 300 dpi

- Type must be vectorized, or font(s) must be supplied.
- A hard copy of the file must accompany a file supplied on CD or flash drive.

**Ad Materials Storage:** Your materials are kept on file for a minimum of 18 months.



For further information on advertising and partnership opportunities, please contact Cindy Anderson at +1.651.994.3848 or [canderson@scisoc.org](mailto:canderson@scisoc.org).