

PRINT / Advertising Specifications

Please submit your ads for *Inc.* via the web at:

www.adshuttle.com.

Inc. specifications can be found at:

<http://goo.gl/ygl2qV>

Please Ship Ad Proofs to:

Quad Graphics

Attn: Kurt Handeland c/o Inc.

1900 W. Sumner St.,

Hartford, WI 53027-9244

Phone: 262.673.1281

Please include instructions as to which issue the materials are to run in.

Page Dimensions	Live Area	Trim	Supplied Bleed
Full Page	7 1/2" x 10"	8" x 10 1/2"	8 1/4" x 10 3/4"
2 Page Spread	15 1/2" x 10"	16" x 10 1/2"	16 1/4" x 10 3/4"
Junior Spread	15 1/2" x 4 1/2"	16" x 5"	16 1/4" x 5 1/4"
2/3 Page	4 3/4" x 10"	5" x 10 1/2"	5 1/8" x 10 3/4"
1/2 Horizontal	7 1/2" x 4 1/2"	8" x 5"	8 1/4" x 5 1/4"
1/3 Vertical	2 3/8" x 10"	2 5/8" x 10 1/2"	2 7/8" x 10 3/4"
1/3 Square	4 3/4" x 4 5/8"	5" x 4 7/8"	5 1/4" x 5 1/4"

Keep live matter 1/4" from trim on each side

For ad spread units, please supply 1/16" duplicated image on both sides of the centerline

Digital Materials

Magazine Specifications

Inc. magazine is perfect bound.

Trim size: 8" x 10 1/2"

(all ad specifications are in inches)

File Formats: PDFX-1A

Resolution: 300 dpi (dots per inch)

Proofs

A hard-copy proof at 100% size must be provided for each digital file.

Proofs must be SWOP® certified. For a complete up-to-date listing of SWOP® approved color proofs, please visit <http://www.swop.org/certification>.

The proof should indicate the proofing product or system used, prepress supplier contacts, and information showing conformance to the manufacturer's application data sheet.

Contact Info Please call the *Inc.* production department with any material extension requests or questions, at 212-389-5308 (Jane Hazel) or 212-389-5416 (Dave Powell).