

PATRON

ART / CULTURE / DESIGN

PATRON MAGAZINE Production Specifications

Magazine Trim Size: 9"x12"
Perfect Bound

AD DIMENSIONS

UNIT SIZE	BLEED	NON-BLEED/LIVE AREA	TRIM
Full Page	9.5"x12.5"	8.5"x11.5"	9"x12"
1/2 Page	n/a	4"x11"	4"x11"
1/3 Page Horizontal	n/a	8"x3.66"	8"x3.66"
1/4 Page	n/a	4"x3.66"	4"x3.66"
2 Page Spread *	18.5"x12.5"	17"x11.5"	18"x12"

* Type crossing the gutter on a 2 Page Spread should be positioned 1/4" away on either side of the center fold to provide a 1/2" total separation.

All content not meant to bleed needs to be 1/4" (.25") away from the trim.

If your spread is positioned to run across either the Inside Front Cover to page 1 or the last page to the Inside Back Cover, please request specs for accomodating the glue hinge to ensure it lines up correctly when bound.

FILE REQUIREMENTS

Minimum 1/8" bleed required

Crop marks must be offset 1/4"

All content not meant to bleed needs to be 1/4" (.25") away from the trim.

Images must be high resolution (300 dpi)

CMYK (no spot colors, RGB, LAB or ICC color profiles)

NEVER use Registration Black or RGB Black. Only use Rich Black for large, solid black areas and never for body copy. Our rich black build is C=60 M=40 Y=30 K=100.

Maximum Ink Density should be no greater than 300%

When creating or converting your artwork to CMYK 4-color process, please use the U.S. Web Coated SWOP v2 profile.

Any art running on the inside front cover, inside back cover, or back cover needs to be created using the U.S. Web Uncoated v2 profile to compensate for the additional ink gain on press.