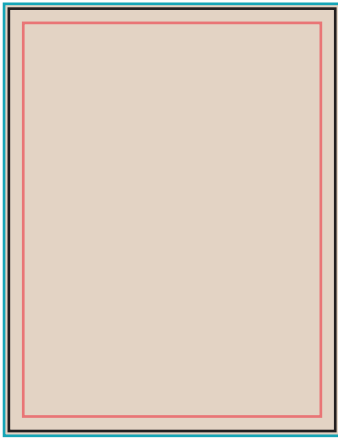
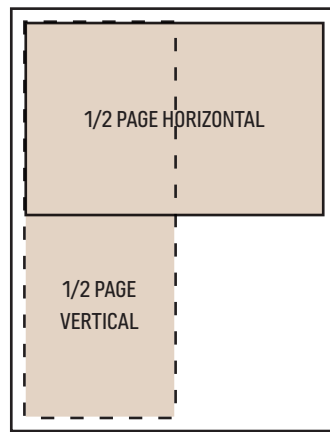
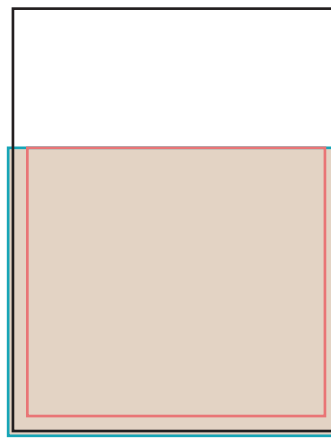


**FULL PAGE**

**TRIM SIZE** :: 8.5"(W) x 11"(H)  
**LIVE AREA** :: 7.75"(W) x 10.25"(H)  
**BLEED SIZE** :: 8.75"(W) x 11.25"(H)

**1/2 PAGE**

**NON BLEED SIZE**  
**HORIZONTAL** :: 7.75"(W) x 5"(H)  
**VERTICAL** :: 3.75"(W) x 10.25"(H)

**2/3 BACK COVER**

**TRIM SIZE** :: 8.5"(W) x 7.375"(H)  
**LIVE AREA** :: 7.75"(W) x 7"(H)  
**BLEED SIZE** :: 8.75"(W) x 7.5"(H)

**FINAL TRIM SIZE:** 8.5"(W) x 11"(H)

**PRINTING:** CMYK Offset

**BINDING METHOD:** Saddle-stitch

**AD SIZES:** Full Page- 8.75"(W) x 11.25"(H) Bleed  
 1/2 Page Horizontal- 7.75"(W) x 5"(H) Non-Bleed  
 1/2 Page Vertical- 3.75"(W) x 10.25"(H) Non-Bleed  
 2/3 Page Back Cover- 8.75"(W) x 7.5"(H) Bleed

All live matter must be kept 3/8" in from trim size. Crop marks for full-page ads should be at trim size. Fractional ads should be set up exactly to size. Bleed ads should extend beyond trim crop marks by 1/8 inch on all sides.

**SUPPORTED APPLICATIONS:** Preferred file format is high resolution, press ready PDF X1A (300 dpi), always "Create Outlines" when using fonts in Illustrator and InDesign.

**GRAPHICS/PLACED IMAGES:** Raster File Resolution (Photos) at 300 DPI or better, saved in Tiff or EPS format.

**COLOR:** Images should be saved in CMYK format. No spot colors are used. RGB or PMS color in documents should always be converted to CMYK breakdowns.

**PROOFS:** Upon receiving your files, we will email you a digital pdf proof for approval of layout. Printer will run color according to SWOP color densities. We will not be held responsible for printed color.

**TRAPPING:** Do not trap files. If necessary, it will be handled by production.

**ADDITIONAL CHARGES:** Production charges will be incurred if alterations due to errors in ad size, type, color space, or file format. Charges are subject to an hourly rate. Please consult PPP for rates.

**MEDIA ACCEPTED:** Upload files to <http://purchasingpowerplus.com/submissions/>. Choose PULSE AD from Submission Menu. Complete form completely.

**ANY QUESTIONS:** Contact Carrie Fleishman directly at 407.268.4444 or [carrief@purchasingpowerplus.com](mailto:carrief@purchasingpowerplus.com). All advertising art must arrive before closing date. Cancellations are not accepted after closing date.

**RESERVATION DEADLINE:** Friday, Sept. 22, 2017. **ARTWORK DEADLINE:** Friday, Sept. 29, 2017.

**PAYMENT:** Mastercard/Visa due on Friday, Sept. 22, 2017.

ADVERTISING MATERIAL REQUIREMENTS

*PPP Magazine Winter 2018*

