



MAKING OUR AUDIENCE YOUR CUSTOMERS



Print Advertising Specs

PRINT ADVERTISING SPECIFICATIONS

Trim size	7.875" x 10.5"
Format	3 columns
Printing process	Web offset
Binding method	Saddle stitched
Line screen	133
Ink density	not to exceed 300%
Color	CMYK
Crop marks	Offset 1/8"

CIO requires digital files only:
PDF/x-1a and color accurate digital proofs.

AD DIMENSIONS

	TRIM	BLEED	SAFETY
Full page	7.875" x 10.5"	8.125" x 10.75"	7.375" x 10"
Full page spread	15.75" x 10.5"	16" x 10.75"	15.25" x 10"
Half page	7.875" x 5"	8.125" x 5.125"*	7.375" x 4.5"
Half page spread	15.75" x 5"	16" x 5.125"*	15.25" x 4.5"

*Includes 1/8" foot trim



Please contact our Production Department at 508.935.4591 or lcobe@idgenterprise.com for additional information. Send print insertion orders and print ad materials to:

Advertising/Production Dept.
IDG Enterprise
492 Old Connecticut Path
Framingham, MA 01701
Fax: 508.620.2999

For more information contact your CIO sales executive (www.ciomediakit.com/contacts.html).