WISCONSIN COUNTIES

ADVERTISING PRODUCTION REQUIREMENTS
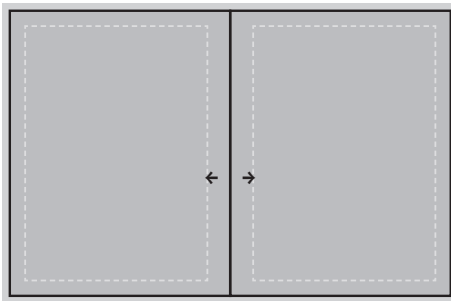
Publication TRIM SIZE 8.375″ x 10.875″

ACCEPTED FILE FORMATS

- **PDF** — *preferred* (Adobe Acrobat)
- JPEG, EPS, TIFF also accepted (from Adobe Photoshop or Illustrator)
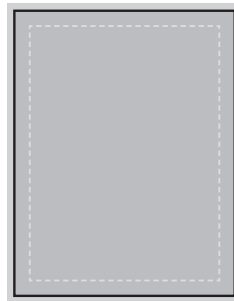
FILE SPECIFICATIONS

- **300 dpi** (images)
- **CMYK color mode** *(not RGB)* Convert Pantone colors to CMYK
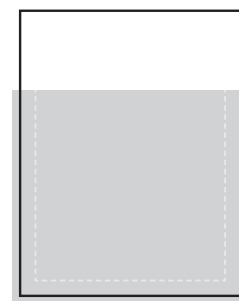
STANDARD AD SIZES

TWO-PAGE SPREAD (BLEED)

- **TRIM:** 16.75″(w) x 10.875″(h)
- **Bleed:** 17.0″ x 11.125″
- **Safe Zone:** 7.25″ x 9.75″ *(each page)* *Keep text and logos within safe zone.*

FULL PAGE (BLEED)

- **TRIM:** 8.375″(w) x 10.875″(h)
- **Bleed:** 8.625″ x 11.125″
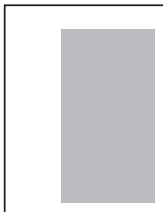- **Safe Zone:** 7.25″ x 9.75″ *Keep text and logos within safe zone.*

BACK COVER (bleed, 3 sides)

- **TRIM:** 8.375″(w) x 8.7″(h)
- **Bleed:** 8.625″ x 8.825″
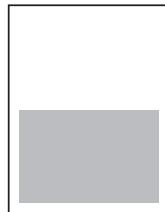- **Safe Zone:** 7.25″ x 7.625″ *Keep text and logos within safe zone.*

PLEASE NOTE: Two-page, full page and back cover ads must include bleed.
Two-page and full page ads bleed on all four sides; back cover ad bleeds left, right and bottom (3 sides).

TWO-THIRDS PAGE
4.625″(w) x 9.25″(h)
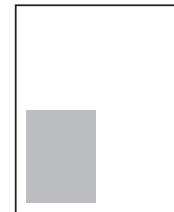
HALF PAGE
7.125″(w) x 4.5″(h)

ONE-THIRD PAGE
7.125″(w) x 3″(h)

QUARTER PAGE
3.5″(w) x 4.5″(h)