

DATES, RATES & SPECS

ISSUE	AD CLOSE	MATERIALS DUE
Annual (May)	3/17	3/24

RATES

2P Spread	\$18,690
Full Page	\$10,290
1/2 Page	\$7,665
1/3 Page	\$6,930
1/4 Page	\$5,410
Product Showcase	\$1,890

MAGAZINE RATES ARE GROSS (4/COLOR)

SPECS

AD SIZES	BLEED	TRIM	NONBLEED
2P Spread	20.25 x 12.25	20 x 12	18.5 x 10.5
Full Page	10.25 x 12.25	10 x 12	8.5 x 10.5
1/2 Horizontal	10.25 x 6	10 x 5.75	8.5 x 5
1/2 Vertical	5 x 12.25	4.75 x 12	4 x 10.5
1/3 Vertical	3.5 x 12.25	3.25 x 12	2.5 x 10.5
1/4 Vertical	5 x 6	4.75 x 5.75	4 x 5

Printing: Web offset, 200 line screen

Binding Method: Perfect bound

ABOVE SIZES ARE INCHES

Sizes allow for 1/8" trim at top, bottom and one side. Keep live matter 1/4" from all sides. Perfect alignment of type or design across gutter of two facing pages can't be guaranteed. Only advertisements fitting these specified sizes will be accepted.

REQUIRED DIGITAL MATERIALS

FILE SUBMISSION

Ad materials should be uploaded digitally via adshuttle.com/jck.

RESOLUTION

All continuous tone images (grayscale and color images) should have a minimum resolution of 300 dpi at 100%. Scanned black-and-white line art should have a minimum resolution of 800 dpi at 100% and a maximum resolution of 2400 dpi. Maximum Total Ink Density (TDI) is 300.

DIGITAL ADVERTISEMENT FORMAT

PDF/X-1a—which means that it conforms to PDF version 1.3 (Acrobat 4); it has an output resolution of 2400 dpi; it is composite CMYK; it uses high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100%; as well as other characteristics. This format is acceptable for full or partial pages. Trapping is the responsibility of the file provider.

Further information about PDF/X-1a can be found at pdf-x.com.

PROOF

JCK utilizes Virtual Proofing technology at its print facility. Hard copy guidance is no longer required. If you opt to use a proof for your internal color approval, please render at 100% size, to the SWOP 2006 #3 Data Set: SWOP2006_Coated3.

DISCLAIMER

All ads submitted via the portal must meet the above listed criteria. Out-of-spec files will be rejected and will require your immediate attention.

UPLOAD INFORMATION

FOR ADS: adshuttle.com/jck

FOR PRODUCT SHOWCASE:

Upload completed Product Showcase Form and high resolution image to <https://www.dropbox.com/request/WtdGzk0shksKIKLR06MY>

QUESTIONS

FOR ADS:

Jonathan Juárez, Quad
jjuaresmejia@quad.com
 414-622-2292

FOR PRODUCT SHOWCASE:

For questions related to Product Showcase, email JCKShowcase@advance.net

