

# DATES, RATES & SPECS

ISSUE	AD CLOSE	MATERIALS DUE
Annual (May)	3/19	3/25

## RATES

2P Spread	\$17,000
Full Page	\$10,500
1/2 Page	\$5,000
1/3 Page	\$4,000

Digital product preview is included with full page ad purchase -- value \$1,890

## 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

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](https://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.

### 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](https://adshuttle.com/jck)

### FOR DIGITAL PRODUCT PREVIEW:

Upload completed Product Preview Form and high resolution image to [JCK Advertiser Product Preview](#)

### QUESTIONS

#### FOR ADS:

Tania Lara, Quad  
[tglarayanez@quad.com](mailto:tglarayanez@quad.com)  
414-622-2834

#### FOR DIGITAL PRODUCT PREVIEW:

For questions related to Product Preview, email [JCKProductPreview@advancelocal.com](mailto:JCKProductPreview@advancelocal.com)

