

Print Specs

all sizes are width x height

Full Page Ads must be supplied in high resolution PDF's only.

All PDF's must have fonts and images embedded.

All other sizes can be submitted as high resolution JPEG's

1/3 Square -- 5" x 5"

1/3 Vertical -- 2.5" x 10"

1/2 Vertical -- 4.75" x 10"

1/2 Horizontal -- 7.50" x 4.5"

Strip Horizontal -- 7.50" x 1.5"

Full page ad final pdf size -- 8 1/2" x 11 1/8"

Ad must be this size ONLY.

NO EXTRA WHITE SPACE (no crop marks, no pdf info, etc...)

Live Area - 8 x 10.375

Final Magazine Trim Size -- 8 1/4" x 10 7/8"

Color -- Process CMYK

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Uploading Files

You can email pdf's if they are under 25 megs to production@rbr.com
or you can FTP files if they are over 25 megs

FTP Info:

63.255.131.187

login = rbr

password = rbr

Place files in the main directory you log into. Please do not create new folders or put files in any other existing folders.

Please give the file a descriptive company name -- examples: ABC-ad.pdf, FOX-ad.pdf, etc..

Please send a confirmation email upon ftp transfer to production@rbr.com

******* Color Proofs Must Be Sent Directly To The Printer *******

If you would like to provide a color proof sheet. Please send it to

ATTN:Tim Garant - RBR/TVBR Color Proof

W.D. Hoard & Sons Co.

28 Milwaukee Ave. , West

Fort Atkinson, WI 53538

Any questions please call

Mike Whalen

Production Manager

Radio & Television Business Report

540-972-0738

Full Page w/bleed

PDF Size - 8.5 x 11.125

Work Area - 8 x 10.375

Bleed Area - 8.5 x 11.125

Trim Size - 8.25 x 10.875

Full Page no bleed

PDF Size - 8.5 x 11.125

Work Area - 8 x 10.375

Trim Size - 8.25 x 10.875