

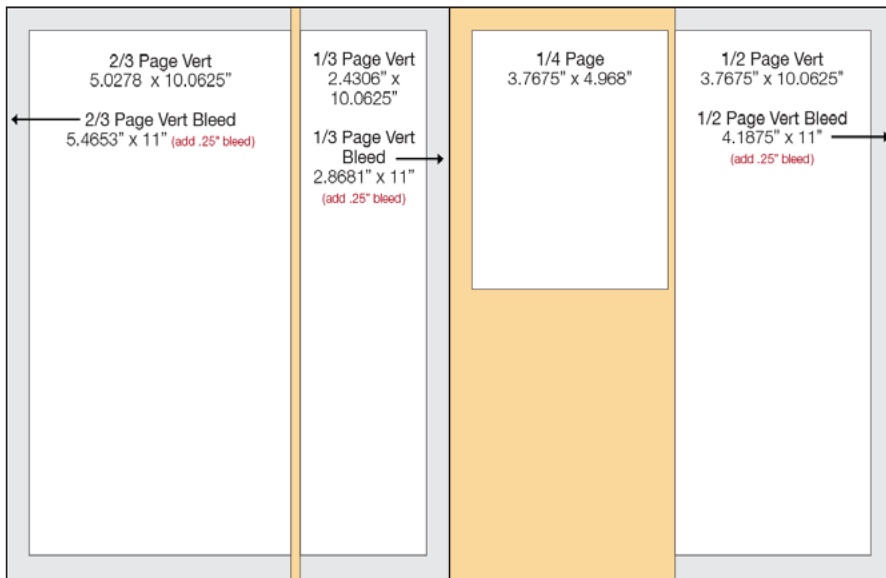
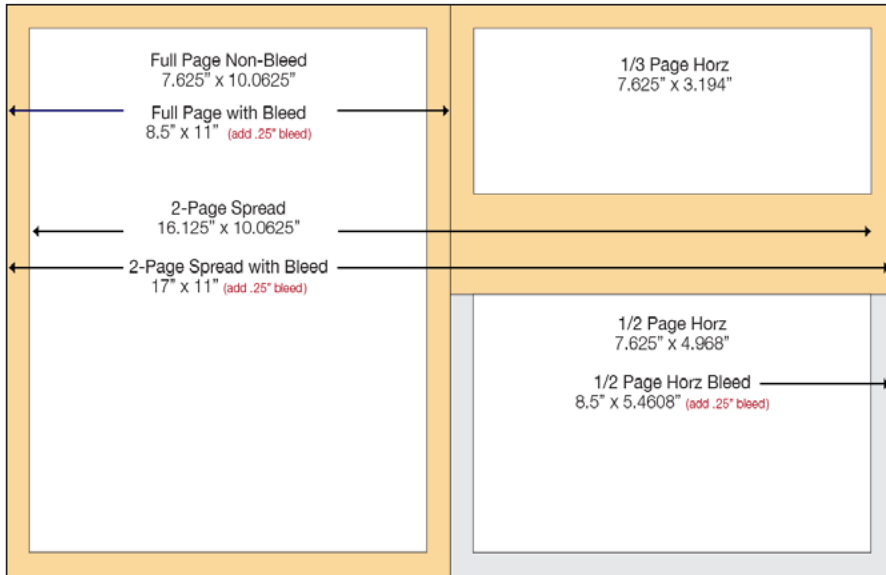
ADVERTISING SPECS

EMAIL TO: office@bakkenoilbiz.com

MECHANICAL REQUIREMENTS

1/4 Page	3.7675" x 4.968"
1/3 Page Horizontal	7.625" x 3.194"
1/3 Page Vertical	2.4306" x 10.0625"
> with bleed	2.8681" x 11"
1/2 Page Vertical	3.7675" x 10.0625"
> with bleed	4.1875" x 11"
1/2 Page Horizontal	7.625" x 4.968"
> with bleed	8.5" x 5.4608"
2/3 Page Vertical	5.0278 x 10.0625"
> with bleed	5.4653 x 11"
2/3 Page Horizontal	7.625" x 6.7272"
> with bleed	8.5" x 7.22"
Full Page	7.625" x 10.0625"
> with bleed	8.5" x 11"
2-Page Spread	16.125" x 10.0625"
> with bleed	17" x 11"
Back Cover	Full Pg Bleed w/ mailing panel*

*Please email office for specs



Width x Height

Bleed Ads > add 0.25" all sides with crop marks
 *Bleed Ads: Keep all text .5" inside all margins
 Electronic files: PDF preferred

ARTWORK REQUIREMENTS

- Built to the correct size.
 - All colors must be CMYK. **No spot or pantone colors.** Remove all spot & pantone colors from swatch palette before exporting pdf file.
 - All ads must have 300 dpi resolution to ensure print accuracy. All photos placed within ads should be high resolution (300 dpi). **Low resolution web images cannot be "sized up" to high resolution.**
 - Digital files should be accompanied by a proof: If no proof is supplied, any errors are the responsibility of the advertiser. Proofs must be representative of file(s) supplied (*We do not remit proofs for supplied ads it is your responsibility to submit print-ready artwork*). **We do not accept:** Ads built in Pagemaker, Freehand, Quark, Mirosoft Word, Publisher or IBM-formatted files. *If a print-ready ad is turned in to the Graphics Department that does not meet our production specification or quality standards, we reserve the right to rebuild the ad and charge the customer our standard graphics fee for rebuilding the ad.*
- ↳ Design and prepress services are charged at publisher's cost. Charges are not subject to agency commission or cash discount.
 - ↳ The accuracy of all ads supplied is the responsibility of the advertiser or ad agency.

RESPONSIBILITY

Make Designs Creative will make every reasonable effort to assure the accuracy of the material produced, but is not responsible for the correctness of copy, illustrations, photographs, trademarks, nor for obtaining clearances or approvals.

Publishing Company:

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