

# THE CANINE CHRONICLE®

PRINT / Advertising Specifications



*How to format your ad*



### BLEED SIZE

(8.563" x 11.125")

This section of your graphics will be trimmed off after printing.

### TRIM SIZE

(8.313" x 10.875")

Actual edge of final paper.

### SAFE AREA

(7.125" x 9.875")

No text, logos, or important parts of the photos beyond this line.

### PAGE NUMBER

Do not place any text in this area

### IMPORTANT

Full page ads should be **8.313" x 10.875"** with a **0.125" bleed** on ALL sides. Any important information should be within the **safe area - .5" from the trim line.**

### OUR MAILING ADDRESS

**The Canine Chronicle**  
4727 NW 80th Ave. • Ocala, FL 34482

Please label all media with advertiser name, file name, contact person and email/phone number. If sending files by email or FTP, please send additional email to **k9chron@aol.com** with this info.

Page Dimensions	Safe Area	Trim	with Bleed
Full Page	7.125" x 9.875"	8.313" x 10.875"	8.563" x 11.125"
2-Page Spread	7.125" x 9.875" <i>each page</i>	16.626" x 10.875"	16.876" x 11.125"
Foldout - Inside	14.812" x 10.004"	15.812" x 10.875"	16.062" x 11.125"
Foldout - front fold	7.187" x 10.004"	<i>same as foldout-inside</i>	<i>same as foldout-inside</i>
Foldout - back fold	7.625" x 10.004"	<i>same as foldout-inside</i>	<i>same as foldout-inside</i>

*Foldouts begin on right-hand side and fold out from left to right. The 'fold' is not at the exact midpoint. The half that folds out has less width than other half. Foldouts should be submitted as two files - one for each side of foldout.*

## Digital Materials

*"How to save and send us your ad"*

### FILE FORMAT

- 300 dpi high-resolution **PDF, TIFF, or JPEG** files. One file per page. Other formats are unacceptable.
- **CMYK** only, no RGB files. RGB files will be converted to CMYK and colors may not appear as you intended.

### MEDIA ACCEPTED

- Macintosh formatted CD or DVD- see above for mailing address
- Emails up to 40mb sent to - k9chron@aol.com or tom.grabe@caninechronicle.com
- FTP is available: <http://97.68.36.254:8080>  
/ user: canine / password: canine

*The Canine Chronicle does not guarantee quality, color accuracy or color quality of ads prepared by outside agents.  
The Canine Chronicle requires prepayment for all advertisements regardless of type or size.*

For More Information and Details Visit [WWW.CANINECHRONICLE.COM](http://WWW.CANINECHRONICLE.COM)

BLEED

TRIM

BLEED

# TRIM

8.313" x 10.875"

The orange area is the actual edge of paper after the printer has trimmed the page.

**DO NOT** put text or important photos or other elements in this area.

# BLEED

8.563" x 11.125"

The red area is the extra space necessary for your ad to 'bleed' to the edge of the magazine. These are the dimensions of the ad file you should submit, but note the red area will be trimmed by the printer.



# SAFE AREA

7.125" x 9.875"

The white area is safe for all ad elements



# THE CANINE CHRONICLE®

## SINGLE PAGE TEMPLATE

PAGE NUMBER  
NO TEXT IN THIS SPACE

TRIM

TRIM

BLEED

BLEED

BLEED

BLEED

TRIM

TRIM

BLEED

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BLEED

BLEED