

AD SPECIFICATIONS

Tab Spread:

	WIDTH	X	HEIGHT (inches)
Bleed	22"	x	14.25"
Trim	21.75"	x	14"
Non-Bleed	20.75"	x	13"

Tab Page:

Bleed	11.125"	x	14.25"
Trim	10.875"	x	14"
Non-Bleed	9.875"	x	13"

Half Page Horizontal:

Bleed	11.125"	x	7"
Trim	10.875"	x	6.75"
Non-Bleed	9.875"	x	6.375"

Junior Page:

Bleed	7.875"	x	9.875"
Trim	7.625"	x	9.625"
Non-Bleed	7.25"	x	9.25"

1/3 Vert: 2.25" x 13"

1/3 Square: 7.25" x 6.375"

1/4 Page: 4.75" x 6.375"

1/6 Page: 2.25" x 6.375"

Showcase: 4.75" x 4.125"

Locator: 2.25" x 4.125"

Front Cover Banner:

Bleed	11.125"	x	2.875"
Trim	10.875"	x	2.75"
Non-Bleed	9.875"	x	2.25"

Gatefold:

Inside Cover with flap:

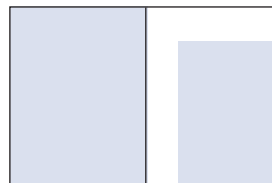
Bleed	17.25"	x	14.25"
Trim	17"	x	14"
Safety	16.5"	x	13.5"

The fold out flap

Bleed	6.43"	x	14.25"
Trim	6.1875"	x	14"
Safety	5.6875"	x	13.5"

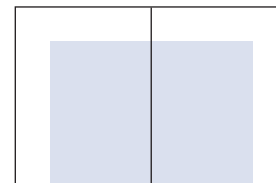


Tab Spread

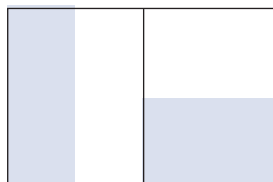


Tab Page

Junior Page

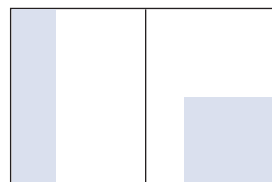


Junior Spread



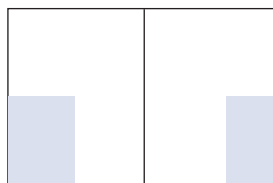
Half Vertical

Half Horizontal



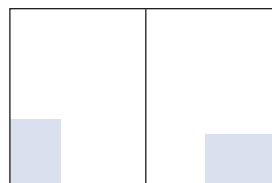
1/3 Vertical

1/3 Page



1/4 Page

1/6 Page



Locator

Showcase

FILE REQUIREMENTS:

All images must be in either CMYK or B&W format. We accept TIF, Adobe Photoshop and high resolution PDF formats. All images must be 300 dpi. Fonts must be either embedded or converted to outlines. **Questions? Call 520-721-1300.**

PREFERRED FORMAT IS A HIGH RESOLUTION, PRESS READY .PDF or TIF.

SUBMISSION INSTRUCTIONS:

Files under 25 megabytes may be emailed to art@osher.com. We will download any files over 25 megabytes but under 100 megabytes from any location on the web that we are directed to. Please email the location to the above address.

AD PRODUCTION: KNHR offers ad production services at an additional cost. If you would like to inquire about these services, please call **Valerie Wilson** at **520-721-1300**.

SHIP ADS TO:

Valerie Wilson, Art Director
 Kitchenware News & Housewares Review
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 Tucson, Arizona 85715