

BENCHMARK PUBLICATIONS ADVERTISING SPEC SHEET

WE STRIVE TO PRODUCE THE HIGHEST QUALITY PUBLICATIONS POSSIBLE. CAMERA READY ART PROVIDED TO US IS SUBJECT TO OUR APPROVAL OF QUALITY. IF THE QUALITY IS UNACCEPTABLE, WE WILL RECREATE THE ADVERTISEMENT TO MEET OUR STANDARDS.

YELLOW PAGE ADS

THE LINE SCREEN IS 100 LPI. YELLOW PAGE ADS DO NOT BLEED.

IN-COLUMN ADS (2HS-5HS, CTM's, TM's, TN's, etc)

Preferred to be designed by Benchmark to conform to industry guidelines.

	Picas	Inches
QC Quarter Column	14X14	.2 5/16 x 2 5/16
DQC Double Quarter Column	29x14	.4 7/8 x 2 5/16

TQC Triple Quarter Column.....	44x14	.7 5/16 x 2 5/16
DHC Double Half Column	29x29	.4 7/8 x 4 7/8
THC Triple Half Column (Half Page) ..	44x29	.7 5/16 x 4 7/8
DVC Double Vertical Column.....	29x59	.4 7/8 x 9 13/16
TTC Triple Triple Column.....	44x46	.7 5/16 x 7 3/4
FP Full Page	44x59	.7 5/16 x 9 13/16

SPECIAL POSITION COLOR ADS

COVERS (OBC, IFC, IBC), MAP SECTION (MFP, MHP, MQP, MPP), AND CARD INSERTS)
THE LINE SCREEN IS 150 LPI.

COVER ADS AND INSERT	Picas	Inches	FOLD OUT MAP SECTION (Directory)	
			Picas	Inches
FULL PAGE*	45X61	7 5/8x10 1/8	FULL PAGE.....	44X617 5/16x10 1/8
HALF PAGE	45X30	7 5/8x5	HALF PAGE	44X30.....7 5/16x5
QUARTER PAGE	22X30	3 5/8x5	QUARTER PAGE	21X303 1/2x5
CARD INSERT*	45X61	7 5/8x10 1/8		

*FULL PAGE COVER ADS AND CARD INSERTS CAN BLEED,
PLEASE ALLOW AN ADDITIONAL 1/4" BLEED BEYOND THE BOOK TRIM SIZE AS NOTED BELOW.
BOOK TRIM SIZE IS 49.5X64.5 (8.25"X10.75")

VISITORS' MAP BROCHURE ADS

THE LINE SCREEN IS 150 LPI. MAP ADS DO NOT BLEED.

AD SIZE	PICAS	INCHES	AD SIZE	PICAS	INCHES
FULL PANEL	20X50	.3 5/16x8 5/16	BUSINESS CARD	20X12	.3 5/16x2
HALF PANEL	20X24	.3 5/16x4	DOUBLE BUS. CARD	20X24	.3 5/16x4
QUARTER PANEL	20X11.5	.3 5/16x1 15/16	TRIPLE BUS. CARD	20X38	.3 5/16x6 5/16

ELECTRONIC FILES ARE PREFERRED, WE NO LONGER ACCEPT CAMERA READY ARTWORK.
SMALL FILES CAN BE EMAILED TO ADCOPY@BENCHMARKPUB.COM. LARGER FILES MAY BE UPLOADED VIA OUR WEB PAGE OR SENT ON CD. ACCEPTABLE FORMATS ARE AS FOLLOWS: **PDF*, TIFF, EPS, JPG** AND QXD.**

DO NOT SEND MICROSOFT PUBLISHER FILES.

PLEASE PROVIDE A PRINTOUT OF THE FILE.

*PDF files: You can find our Acrobat Distiller® Settings online at "www.benchmarkpub.com/Resources/Customsettings.html".

**JPG images should be at least 300 dpi and saved at the highest quality settings.

BENCHMARK PUBLICATIONS, INC. ASSUMES NO RESPONSIBILITY FOR INCORRECT SIZE OF DISPLAY ADS, MISSING FONTS OR QUALITY OF IMAGES PROVIDED. IF YOU HAVE ANY QUESTIONS OR CONCERNS PLEASE CONTACT US.

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