

CBA Retailers+Resources magazine wants to thank you for your advertising support. We want to partner with you to provide best reproduction for your display advertisement. To help ensure your ad gets produced correctly the following information and specification need to be followed. If the ad material submitted doesn't follow the publication specifications then CBA Retailers+Resources has to be held free from any liability for improper reproduction of your advertisement.

Material Submission

www.cbaonline.org/fileupload

Please include the advertisers name in the "Subject" field.

File Naming

Please name the file according to the advertisers name.

Magazine Trim Size

8.5" x 10.875"

Binding Method

Saddle Stitch

Printing

Web Offset

Paper

Cover: 100# Gloss

Inside: 50# Gloss

Materials

Full-page: PDFX-1A

Partials: PDFX-1A, TIFF (300dpi), or EPS with type converted to paths

Bleed

Include a minimum of 1/8" bleed on all sides.

No bleeds available for fractional ads other than 1/2-page spreads.

Safety

Keep all critical information at a minimum of 3/16" away from trim edges.

Trim and Reg Marks

Trim and registration marks must be offset by a minimum of 9 pts or 1/8" from the trim edges.

Color Mode

All ads must be CMYK. Extra colors will be automatically converted to process or black/gray-scale and the outcome of the conversion may not be what was intended.

Trapping

All trapping will be done at the printer. You are responsible for overprint and Knockout settings.

Advertising Sales: **Dunn & Dunn**
Phone: 856-582-0690

Production Questions:
production@cbaonline.org

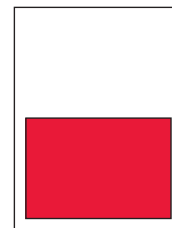
Display Ad Size



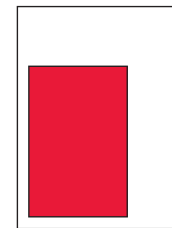
Full Page
8.5 x 10.875



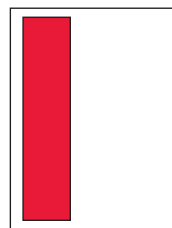
2/3 Vertical
4.875 x 9.7



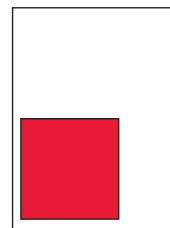
1/2 Horizontal
7.5 x 4.8



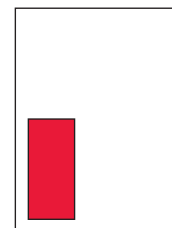
1/2 Island
4.875 x 7.5



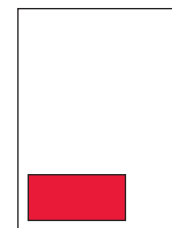
1/3 Vertical
2.3 x 9.7



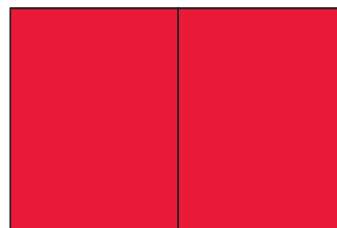
1/3 Square
4.875 x 4.8



1/6 Vertical
2.3 x 4.8



1/6 Horizontal
4.875 x 2.36



Two Page Spread
17 x 10.875

*Please provide a single PDF file for each page and name each file to its respective placement, i.e. ad_left.pdf and ad_right.pdf.



1/2 Page Spread
17 x 5.58

Positioned at bottom of page only.

*Please provide a single PDF file for each page and name each file to its respective placement, i.e. ad_left.pdf and ad_right.pdf.