

# Ad Size Specifications for Advertisers

## TRIM SIZE FOR ALL PUBLICATIONS: 8.0" X 10.5"

### SADDLE STITCHED

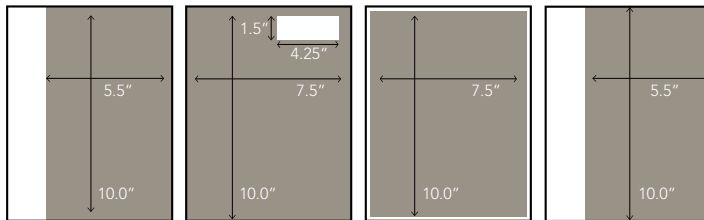
Except School Selection Guide Fall, which is Perfect-Bound.

#### NOTE:

The active design area is surrounded by a .25" type safety margin within all four sides of the trim dimension. The background of full bleed ads should extend beyond the active design area to the full bleed dimensions, but all critical text and image should remain within the boundary of the active design area. All dimensions shown are W x H. Please supply each panel individually; PDFs are required.

#### NOTE FOR BACK COVER:

Include a 4.25" x 1.5" white mailing panel in the upper right-hand corner, .50" from the top and side.



**Front Cover**  
Active Design Area  
5.5" x 10.0"

Full Bleed  
6.25" x 10.75"

**Back Cover**  
Active Design Area  
7.5" x 10.0"

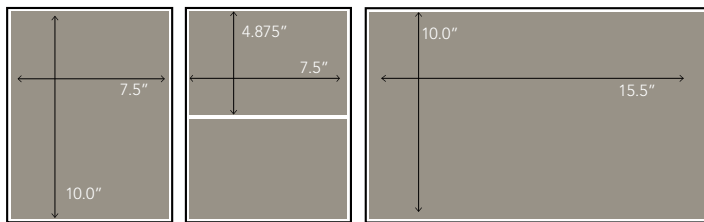
Full Bleed  
8.25" x 10.75"

**Inside Covers  
Front and Back**  
Active Design Area  
7.5" x 10.0"

Full Bleed  
8.25" x 10.75"

**Special Section  
Covers**  
Active Design Area  
5.5" x 10.0"

Full Bleed  
6.25" x 10.75"



**Full Page**  
Active Design Area  
7.5" x 10.0"

Full Bleed  
8.25" x 10.75"

**Half Page  
(Horizontal Only)**  
Active Design Area  
7.5" x 4.875"

**Two Page Spread**  
Active Design Area  
15.5" x 10.0"

Full Bleed  
16.25" x 10.75"

**Note:**  
Please include a 0.5" dead space in the center to allow for the gutter.

Growing Minds Front Cover advertiser must provide a sample book with catalog copy including biographical information on the author and illustrator one month prior to material deadline date.

No Front Cover advertising is available for the Calendar Catalog.

### ADDITIONAL ADVERTISING DIMENSIONS:

Onserts

Minimum: 5.0" x 3.5"

Maximum: 8.0" x 10.5"

All onserts jog to the back cover bottom.

### REQUIRED FORMAT:

Baker & Taylor requires that publishers send ads as an Adobe Acrobat PDF. To assure optimum reproduction of your ad, please follow the specifications below.

### PDF REQUIREMENTS:

- All fonts and images must be embedded
- CMYK for 4/C Process
- Grayscale for B&W
- Minimum resolution of 300 dpi at the size it's being placed
- Do not include crop marks
- Do not compress files
- Include .25" bleed on each dimension

Note: RGB is a screen setting and is not a proper setting for print ads.

**Ads or images submitted as RGB or lo-res are subject to conversion charges.**

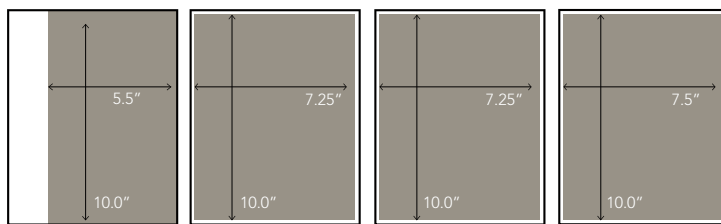
# Ad Size Specifications for Advertisers

## FRONT COVER GATEFOLD SPECIFICATIONS

Front cover to be created by designers at Baker & Taylor.

### NOTE:

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**Front Cover**  
Active Design Area  
5.5" x 10.0"

Full Bleed  
6.25" x 10.75"

**Inside Flap**  
Active Design Area  
7.25" x 10.0"

Full Bleed  
7.75" x 10.75"

**Outside Flap**  
Active Design Area  
7.25" x 10.0"

Full Bleed  
7.75" x 10.75"

**Inside Front Cover**  
Active Design Area  
7.5" x 10.0"

Full Bleed  
8.25" x 10.75"

## ADDITIONAL PRODUCTION CHARGES:

- Remove phone number, fax number
- Change ISBN or change the price . . . . . \$50
- Convert RGB ad to CMYK or grayscale . . . . . \$50
- Convert 4/C Process ad to grayscale . . . . . \$50
- Resize ad to print specifications . . . . . \$50
- Ad material received past Due Date . . . . . \$50

If you have questions please contact your Advertising Sales Representative