

PREPRESS REQUIREMENTS

CREATIVE SERVICES

We offer free basic ad design services for materials appearing in our publications. Extensive prepress services will be billed on an hourly basis.

FILE CREATION GUIDELINES

SIZE: Files must be created to the exact ad dimensions shown below. (*Plumber* has separate ad sizes included in the *Plumber* section of this media kit.)

For full-page ads, INCLUDE BLEED if the ad contains content that extends to the trim edge. (Add 0.125" to all sides beyond final trim size of 9" x 10.875".)

Do NOT include extra margins, crop marks or other nonprinting information.

FILE FORMAT: Adobe PDF, with associated high-resolution graphic files and embedded fonts.

FILE SUBMISSION GUIDELINES

EMAIL

Email your digital file to prepress@colepublishing.com.
30 MB maximum size recommended.

CLOUD FILE-SHARING SERVICES

If your file is too large to send via email, we accept files via various file-sharing sites (Dropbox, WeTransfer, etc.).
Please send to prepress@colepublishing.com.

MAGAZINE SPECIFICATIONS

(binding and paper stock)

Cleaner, Pumper: Perfect bound. Cover is 70 lb gloss text; body is 38 lb gloss #5.

Dig Different, Onsite Installer, PRO: Stitch and trim. 50 lb gloss #5, self cover.

MSW: Stitch and trim. Cover is 70 lb gloss text; body is 38 lb gloss #5.

Plumber: Stitch and trim. 50 lb gloss #5, self cover.

TPO: Perfect bound. Cover is 100 lb gloss text; body is 45 lb gloss #4.

SUBMITTING YOUR LOGO or IMAGE TO COLE PUBLISHING

LOGOS/IMAGES: Image size should measure at least 1,200 pixels on the longest edge.

Horizontal orientation - At least 1,200 pixels wide. **Vertical orientation** - At least 1,200 pixels high.

FORMATS: **Logos** - PDF, EPS or AI accepted. **Images** - JPG, PNG, EPS or TIF accepted.

AD SIZES



Full Page

Live Area: 8.25" x 10"
With Bleed: 9.25" x 11.125"
Trims to: 9" x 10.875"



Half Page - Vertical

Live Area: 4" x 10"
No Bleed



Half Page - Horizontal

Live Area: 8.25" x 4.875"
No Bleed



Quarter Page - Vertical

Live Area: 4" x 4.875"
No Bleed



Eighth Page

Live Area: 4" x 2.25"
No Bleed



3/4 Page -

Live Area: 8.25" x 7.5"
No Bleed



Half Page Island -

Live Area: 5.25" x 7.5"
No Bleed



3/8 Page -

Live Area: 4" x 7.5"
No Bleed



Quarter Page - Horizontal

Live Area: 8.25" x 2.25"
No Bleed



Marketplace Ads

A - 1.875" x 4.875"
B - 1.875" x 3.2"
C - 1.875" x 1.5"