

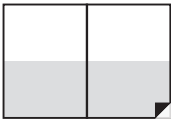






BLEED ADS		WIDTH	HEIGHT
2 PAGE SPREAD 	Live	15.5"	10.375"
	Trim	16	10.875
	Bleed	16.25	11.125
FULL PAGE 	Live	7.5"	10.375"
	Trim	8	10.875
	Bleed	8.25	11.125
DOUBLE 1-2H SPREAD 	Live	15.5"	4.833"
	Trim	16	5.333
	Bleed	16.25	5.583
2/3 PAGE VERTICAL 	Live	4.665"	10.375"
	Trim	5.165	10.875
	Bleed	5.415	11.125
1/2 PAGE HORIZONTAL 	Live	7.5"	4.833"
	Trim	8	5.333
	Bleed	8.25	5.583
BLEED		0.125 inches	

BLEED ADS	WIDTH	HEIGHT
2-PAGE SPREAD	15.5"	10.375"
FULL-PAGE	7	10
DOUBLE 1/2H SPREAD	14.92	4.875
2/3-PAGE VERTICAL	4.625	10
1/2-PAGE HORIZONTAL	7	4.875
1/3-PAGE VERTICAL	2.25	10
1/3-PAGE HORIZONTAL	4.625	4.875
1/6-PAGE VERTICAL	2.25	4.875
1/6-PAGE HORIZONTAL	4.625	2.375

WHAT IS BLEED? Bleeds allow you to run artwork to the edge of a page. On a press, the artwork is printed on a large sheet of paper and then trimmed down to size.

PRINT AD FORMATS

Adobe Illustrator® CC 2014 or earlier, Adobe Photoshop® CC 2014, Adobe InDesign® CC 2014 or earlier.

4-color CMYK

Any layouts containing RGB, Spot or Pantone colors must be converted to their CMYK equivalents. Any layouts found to have a differing color scheme must be revised accordingly. We want to ensure that colors are represented properly, therefore, the client will be notified if there are any inconsistencies in color scheme.

All screen and printer fonts and all CMYK graphics files included. For InDesign® files, please include **PDF X-1a (2001)** format with files and turn bleeds

on when exporting to PDF if submitting ad with bleeds.

File should be exported with **0.125" bleed**, no crop marks.

EPS and TIFF files: **300dpi** resolution with CMYK color or grayscale at actual size with all fonts converted to outlines Press-Ready PDF files are acceptable if all fonts are embedded and images are converted to CMYK at 300 dpi.

All PDFs built incorrectly will be sent back to the client for revisions. We are also obligated to alert the client if any graphic elements are under 300 dpi to ensure that advertisements are displayed at their best quality.

AD SUBMISSION

Email attachments less than 20 MB may be sent to **Michelle Okada, Advertising Project Manager at michelleo@hawaiibusiness.com**. It is the responsibility of the client and/or agency to confirm reception of e-mail with *Hawaii Business* as well as provide color proof (if proof is needed). Transferring large files over the Internet through Dropbox, Google Drive, and FTP is also an option. If interested, please ask your account executive for more information.