

SPECIFICATIONS AND TERMS

MECHANICAL SPECIFICATIONS

Publication trim size.....8.5" w x 10.875" h

Full page (with bleed)8.75" w x 11.125" h
(includes .125" bleed on all sides)

Binding.....Perfect

- There is no extra charge for full bleed ads.
- **Keep reading and live matter a minimum of 1/4" from trim.**

ADDITIONAL AD SIZES

- Spread (trim).....17" w x 10.875" h
- Spread (with bleed).....17.25" w x 11.125" h
- Full page (no bleed).....7.25" w x 9.75" h
- 2/3 page.....4.78" w x 9.75" h
- 1/2 page horizontal.....7.25" w x 4.5" h
- 1/2 page island.....4.78" w x 7" h
- 1/3 page vertical.....2.3" w x 9.75" h
- 1/3 page square.....4.78" w x 4.75" h
- 1/4 page.....3.54" w x 4.75" h

GENERAL REGULATIONS

- Terms are net cash (*payable in U.S. dollars only*)
- Advertisers will be credited if, within a 12-month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

ADDITIONAL INFORMATION

Directors & Boards and *Private Company Director* are published by:

MLR Media
1845 Walnut Street, Suite 900
Philadelphia, PA 19103

SUBSCRIPTION PRICE

U.S.: \$325 for a one-year subscription
Outside U.S.: \$350 (*payable in U.S. dollars*)

ADVERTISING MATERIAL REQUIREMENTS

We accept high resolution press-ready PDF (PDF/X-1a) files.

- Include/embed all fonts and artwork.
- Image resolution is 300 dpi. Avoid using JPEG images.
- CMYK colors are required. RGB elements must be converted to CMYK. We reserve the right to convert all spot, RGB and LAB colors to CMYK.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.
- **Remember: Keep all reading and live matter a minimum of 1/4" from trim.**

MAILING/DELIVERY INSTRUCTIONS

Materials should be mailed to:

Monica McLaughlin
Directors & Boards
1845 Walnut Street, Suite 900
Philadelphia, PA 19103
(215) 405-6073
monica@familybusinessmagazine.com

Electronic files should be emailed to
dshaw@directorsandboards.com

