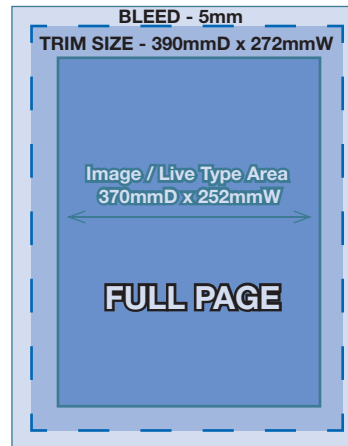


# Escape (New 2010) Advertising Specifications

Column Sizes	
1 Column	32
2 Column	69
3 Column	106
4 Column	142
5 Column	179
6 Column	216
7 Column	252



## Full Page Bleed AD

### Image Area Size

370mm deep x 252mm wide

### Trim Size

390mm deep x 272mm wide

### Bleed size

400mm deep x 282 mm wide

\*Only full pages can bleed in Escape

## Material Requirements

Colour advertising material must meet the following four colour requirements.

- All images must be 200dpi to reproduce at 100 lines per inch in print.
- Colour enhancement techniques must be applied to all CMYK images.
- Any typefaces less than 9 points should not be used for reverses.
- A maximum total shadow end density not to exceed 230%. Maximum black is not to exceed 80%.
- Note: These are limits are for halftone reproduction only. Display type and background tints can use solid colours provided the total ink weight does not exceed 230% for background and text.
- When using solid black backgrounds a combintan 10% cyan, magenta and yellow with 100% black is recommended

## Stock

- 45gsm newsprint

## Trimming Considerations

- **Type and Logos must be kept within the bounds of the type/image area parameters (10mm in from the trim edge)**
- 5mm of bleed is required if designing a bleed advertisement.
- Only full pages can bleed in Escape magazine