

Need crop marks at trim size for all bleed ads

AD SIZES	TRIM		BLEED		LIVE AREA	
	Inches	CM	Inches	CM	Inches	CM
Full Page Bleed	7.875 x 10.5	20 x 26.7	8.125 x 10.75	20.6 x 27.3	7.125 x 9.75	18.1 x 24.8
Full Page	7 x 9.75	17.8 x 24.8				
2 Page Spread Bleed	15.75 x 10.5	40 x 26.7	16 x 10.75	40.6 x 27.3	15 x 9.75	38.1 x 24.8
2 Page Spread	15 x 9.75	38.1 x 24.8			14.625 x 9.375	37.1 x 23.8
2/3 Page Bleed*	4.875 x 10.5	12.1 x 26.7	5 x 10.75	12.7 x 27.3	4 x 9.75	10.160 x 24.765
2/3 Page	4.5 x 9.25	11.4 x 23.5			4 x 8.75	10.160 x 22.225
1/2 Page Spread Bleed	15.75 x 5.25	40 x 13.3	16 x 5.375	40.6 x 13.7	15 x 4.5	38.100 x 11.430
1/2 Page Spread	15 x 4.375	38.1 x 11.1			14.5 x 3.875	36.830 x 9.843
1/2 Page Horizontal Bleed	7.875 x 5.25	20 x 13.3	8.125 x 5.375	20.6 x 13.7	7.125 x 4.5	18.097 x 11.430
1/2 Page Horizontal	7 x 4.375	17.8 x 11.1			6.5 x 3.875	16.510 x 9.843
1/2 Page Island	4.5 x 7	11.4 x 17.8			4 x 6.5	10.160 x 16.510
1/3 Page Square	4.5 x 4.5	11.4 x 11.4			4 x 4	10.160 x 10.160
1/3 Page Vertical	2 x 9.25	5.1 x 23.5			1.625 x 8.75	4.128 x 22.225
1/4 Page	3.25 x 4.5	8.3 x 11.4			2.75 x 4	6.985 x 10.160

DIGITAL SPECIFICATIONS:

- Artwork must be submitted ad PDF/X-1a standard (No trapping applied)
- Outline fonts
- Color (CMYK mode) and grayscale graphics should be 300 dpi
- PDF must be created in QuarkXPress or InDesign
- Ads created in Illustrator must be saved as EPS vector files, placed in InDesign or QuarkXPress and exported as PDF
- Line art should be in the bitmap mode and at least 900 dpi
- The total area ink density should not exceed 300 percent

Standard Publication

Trim Size:

7 7/8" (20 cm) wide x 10 1/2" (26.7) deep

Include crop and bleed marks for all bleed ads
Printed on 10% recycled stock

*Bleed on three sides

Magazine Production:

Convene- perfect bound.
Supplements/onserts - saddle-stitched. Magazine jogs to head.

Issue Deadlines:

See Editorial Calendar

FRENCH DOORS & COVER-2 GATEFOLDS:

- Contact Production Coordinator

POST-IT NOTES:

- 3" (7.6 cm) wide x 4" (10.2 cm) deep
- Live area should be 3/8" (1 cm) on all four sides.
- 3M Canary Yellow, White, or 4-color stock

BELLYBANDS:

- Live Area: 16 1/2" (41.91 cm) wide x 4 1/4" (11.43 cm) deep ... 16.5 x 4.5
- Trim Size: 17" (45.72 cm) wide x 5" (12.7 cm) deep ... 17 x 5
- Bleed Size: 17 1/4" (43.815 cm) wide x 5 1/4" (13.335) deep ... 17.25 x 5.25
- Paper/Stock: 80# Satin text

INSERT/ONSERT SPECIFICATIONS:

- A sample of the production piece must be provided prior to production to the Production Coordinator to confirm piece meets specifications.
- All inserts, onserts, bellybands, or similar affixed advertising must be supplied by the advertiser unless printing from *Convene/Lane* is requested and included on the insertion order.
- *Convene* has the right to limit the number of inserts per issue.
- Insert in the first signature may not be larger than 12-pages depending on size of book.
- An advertiser insert may not be heavier than the publication itself.

TIP-IN:

Minimum: 4" (10.16 cm) wide x 4" (10.16 cm) deep
 Maximum: 7 1/8" (18.0975 cm) wide x 10 1/8" (25.7175 cm) deep
 Minimum Thickness: 0.0035" (0.009 cm)
 Maximum Thickness: Determined/approved on an individual basis
 Placement: At spine or up to 1 1/2" (3.81 cm) from spine; live matter should be 1/4" (0.635 cm) from trim and 3/8" (0.953 cm) from gutter

BOUND-IN:

Minimum: 4 1/4" (10.8 cm) wide x 6" (15.2 cm) deep
 Maximum: 7 7/8" (20.0025 cm) wide x 10 1/2" (26.67 cm) deep
 Minimum Weight: 80#
 Maximum Weight: Determined/approved on an individual basis

ONSERTS:

Onserts that are polybagged with the magazine must not be larger than the magazine trim size — 7 7/8" (20 cm) wide x 10 1/2" (26.7 cm) deep.

INSERT/ONSERT/BELLYBAND QUANTITY: 35,000 required per issue, with the exception of December issue that requires 40,000 pieces.

SHIPPING GUIDELINES

Inserts/onserts/bellybands are accepted a maximum of three months prior to issue date. Pieces received more than three months prior to issue date or held for longer than three months are subject to storage fees that will be billed to the advertiser.

Maximum skid size is 39 1/2" (100.33 cm) x 48" (121.92 cm)

Face all pieces on the skid the same side up
 Stack product bundles neatly on sturdy skids in interlocked layers with chipboard between the layers; then band/or stretch wrap to prevent damage
 If multiple versions are provided, each version must be placed on separate pallets

All boxes/skids must include the following: magazine name, issue month and year, page count, load count, load weight, load number, and sample of piece affixed to outside of load

WHERE TO SHIP INSERTS/ONSERTS/BELLYBANDS

Jodie Lafaille

The Lane Press

87 Meadowland Drive

South Burlington, VT 05403

Customer Service Phone: 800.733.3740

Editorial Guidelines:

Convene on Location site-visit, production, design, editorial, and printing by *Convene* editorial begins 6-7 months prior to issue date.

Advertising Supplements produced, designed, written, and printed by *Convene* editorial requires 3-4 months lead-time prior to issue date.

Editorial Profiles produced by *Convene* editorial—including *Urban Planner*, *What's Happening In*, *Cityfile*, *Reverse Cover* —requires 2-months lead-time prior to issue date.

Contact *Convene* Production Specialist or your Director, Business Development for further Editorial Guidelines.

Reprints and Additional Copies:

Convene will provide complimentary PDF reprints for advertiser purposes.

Convene will provide a quote for additional copies/printed reprints based on quantity and specifications.

It is recommended that additional copies/reprint orders be included on advertiser insertion order. Advertiser is responsible for shipping charges.

Digital Edition of CONVENE:

All regular advertisements appearing in *Convene Magazine* will appear within the Digital Edition. For advertisers running inserts and/or onserts, submit high resolution PDF to Production Specialist by material close date for inclusion in the Digital Edition. Advertisements, inserts, and onserts posted on the Digital Edition cannot be changed or altered once posted.