



## File Submission Instructions:

A high resolution PDF is preferred for all electronic ad submissions. Please supply files on CD/DVD, via e-mail (art@newmobility.com) or our FTP site. Please call our Production Department for FTP instructions. If a SWOP-certified proof is not supplied, the Publisher cannot guarantee correct color reproduction. Please send advertising materials and proofs to:

Production Department  
New Mobility  
Leonard Media Group  
415 Horsham Road  
Horsham, PA 19044

*Publisher reserves the right to use previous ad material if new materials are not received by deadline.*

**Bind-In Cards and Inserts:** (Preprinted inserts furnished ready for binding.) All bind-in cards and inserts are jogged to the head and should allow 1/8" trim beyond the crop mark area of the Head, Foot, Gutters and Face of the advertisement. All live copy should be no closer than 1/4" from the trim. For inserts, 70# coated stock is the minimum weight, 100# coated stock is the maximum. Sample pieces must be sent to the Publisher for approval before being bound into an issue. Contact our Sales Department for rates.

**Reprint Services:** New Mobility can supply reprints for appropriate articles or advertisements. Please call our Production Department for details.

## FULL PAGE ADVERTISING SPECIFICATIONS

	Width	Height
Full Page (live area)	7"	10"
Full Page Trim Size	8"	10.75"
Full Page Bleed Size	8.25"	11"
Two Page Spread (live area)	15"	10"
Two Page Spread Bleed Size	16.25"	11"

## FRACTIONAL ADVERTISING SPECIFICATIONS

	Width	Height
1/2 Page Island	4.625"	7.5"
1/2 Page Horizontal	7"	4.875"
1/2 Page Vertical	3.5"	10"
1/3 Page Square	4.625"	4.875"
1/3 Page Vertical	2.25"	10"
1/4 Page Square	3.5"	4.875"

## MARKETPLACE ADVERTISING SPECIFICATIONS

	Width	Height
1/4 Page Square	3.5"	4.75"
1/6 Page	2.25"	4.75"

## Digital Files are acceptable under the following guidelines.

**Software:** Adobe Acrobat, Illustrator, InDesign, Photoshop and QuarkXpress.

**Resolution:** Minimum required image resolution is 300 dpi.

**Color:** All color files must be created and submitted to Publisher in CMYK color mode. A color or a laser color progressive proof must accompany all color ads.

**Graphics:** Include all placed graphics with your file submission.

**Fonts:** On all files it is recommended to convert text to outline before submitting. Do not send True Type fonts.

**Image Size/Crop:** Digital art files should be cropped to remove non-printing borders. For ads that bleed color off the page, 1/8" minimum bleed is required on all sides.

No Limits Communications, Inc. assumes no responsibility for electronic ads failing to meet these guidelines. All electronically supplied materials will be pre-flighted to determine if they have been delivered in accordance with industry standards, as well as our specifications.