

ADVERTISEMENT SPECIFICATIONS



Deliver print and online materials to:

Caring Today
Advertising Materials
500 West Putman Avenue,
Suite 400
Greenwich, CT 06830

Phone: 203-542-7200
Fax: 203-629-4757
email: vimbimbo@caringtoday.com

Contact information:

For questions or extensions,
please contact your sales
representative.

Caring Today: Advertisement Specifications.

Print Advertisement Sizes

Full Page

8 1/8" x 10 3/4" bleed
7 7/8" x 10 1/2" trim
7 3/8" x 10" non-bleed/safety

Spread

16" x 10 3/4" bleed
15 3/4" x 10 1/2" trim
15 1/4" x 10" non-bleed/safety

Other

2/3 Page Horizontal: 4 1/2" x 9 3/4" non-bleed/safety
1/2 Page Horizontal: 7" x 4 3/4" non-bleed/safety
1/2 Page Vertical: 3 1/2" x 9 3/4" non-bleed/safety
1/3 Page Vertical: 2 1/8" x 9 3/4" non-bleed/safety
1/3 Page Square: 4 1/2" x 4 3/4" non-bleed/safety

Print Advertisement Specifications

All live matter must be kept 1/4" from trim.

Binding Method: Saddle Stitched

Printing Process: Web Offset

File Format: Files must be VENDOR PREPARED, locked files. PDF/X-1a is the preferred format. For detailed information, please contact us. **Caring Today does not accept ANY open application files, such as Quark, Photoshop, or Illustrator. Materials should comply with SWOP standards. All image files should be CMYK and at least 266dpi. All fonts must be embedded.**

Color Guidance: The preferred proof is Kodak Approval made from the supplied file on publication stock with all necessary color bars. If a Kodak is unavailable, any other SWOP standard proof is acceptable. Please refer to www.swop.org for more information. **Laser proofs or pantone swatches are not acceptable as color guidance. Caring Today cannot be held responsible for matching color on ads supplied without proper color guidance.**

In order to insure correct positioning, a ruled blue line which includes bleed, trim and safety should accompany all materials.

Caring Today will archive your materials for three months. Unless you request their return in writing, all materials will be destroyed three months after the insertion date.

Online Advertisement

Leaderboard: 728 x 90
Sky: 160 x 600

For more information about the power of **Caring Today**, please contact your **Caring Today** representative or Don Vergara, VP/Publisher, at 203-550-6562.

caring Today

America's #1 Resource for Family Caregivers

www.caringtoday.com