



CATCH ADVERTISING PUBLICATIONS, LLC.

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MECHANICAL SPECIFICATIONS

PRINTING METHOD: Web Offset

PHOTO RESOLUTION: 300 dpi

FINAL TRIM SIZE: 8.25" x 10.875"

SPINE: Saddle Stitch

FORMAT: High resolution Windows compatible PDF preferred.

All Fonts must be embedded, no registration marks.

*Note: All 4 color ads must be saved in CMYK. Do not submit RGB.

PREMIUM/GUARANTEED PLACEMENT: 15% Pgs 3, 4 & 5

WEB PLACEMENT: All print advertising includes ad placement on www.catchads.com

GUARANTEED DELIVERY VIA: USPS 

Postal receipts provided upon request.

DISTRIBUTION FOR CATCH 38:

30,000* homes - 1st week of the month

Deadline for Catch 38: 10th of the month

DISTRIBUTION FOR CATCH 70/73:

35,000* homes - the week of the 15th

Deadline for Catch 70/73: 20th of the month

* +/- 1.5%



FRONT COVER

8.625" W x 8.635" H
This size MUST include .25" bleed on right & bottom. Keep live text within .125" of trim.



BACK COVER

8.625" W x 8.35" H
This size MUST include .25" bleed on left & top. Keep live text within .125" of trim.



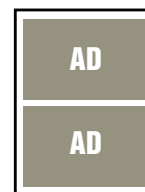
FULL PAGE

7.5" W x 9.925" H



1/2 PAGE VERTICAL

3.5" W x 9.925" H



1/2 PAGE HORIZONTAL

7.5" W x 4.75" H



1/4 PAGE

3.625" W x 4.75" H