

# PRINT AD SPECS



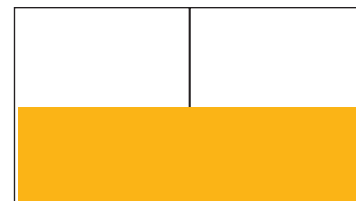
## SPREAD

Trim - 16" x 10.5"  
Bleed - 16.5" x 10.75"  
Live - 15" x 10"



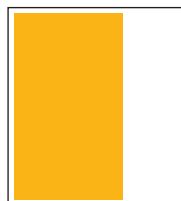
## FULL PAGE

Trim - 8" x 10.5"  
Bleed - 8.25" x 10.75"  
Live - 7.5" x 10"



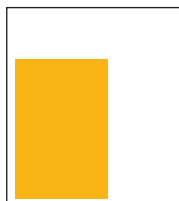
## 1/2 Horiz Spread (pony)

Non Bleed - 15" x 4.75"  
Bleed - 16.5" x 5.5"  
Live: 7" x 4.75" per page



## 2/3 VERTICAL

Non Bleed - 4.5625" x 10"



## 1/3 ISLAND

Non Bleed - 4.5625" x 7.5"



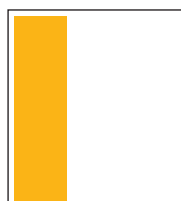
## 1/2 HORIZ

Non Bleed - 7" x 4.75"  
Bleed - 8.25" x 5.5"



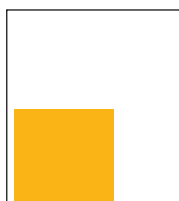
## 1/2 VERTICAL

Non Bleed - 3.3125" x 10"



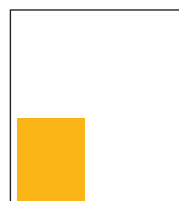
## 1/3 VERTICAL

Non Bleed - 2.1875" x 10"



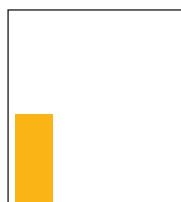
## 1/3 SQUARE

Non Bleed - 4.5625" x 4.75"



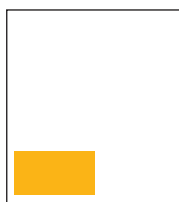
## 1/4 VERTICAL

Non Bleed - 3.3125" x 4.75"



## 1/6 VERTICAL

Non Bleed - 2.1875" x 4.75"



## 1/8 Corner

Non Bleed - 3.375" x 2.0625"

## MATERIAL SHIPPING INFORMATION

### PLEASE UPLOAD A HI-RES PDFX1A-2001—NO ZIP FILES

**NEW USERS**—you'll need to register and create your OWN ACCOUNT at:  
<https://hanleywood.sendmyad.com> and click on FIRST TIME USER

**RETURNING ADVERTISERS**—log in at: <https://hanleywood.sendmyad.com> follow up proofs are NOT REQUIRED but can be sent to:

Ad Traffic Manager—CONCRETE CONSTRUCTION  
Hanley Wood Media, Inc.  
5600 N River Road, Ste 250  
Rosemont, IL 60018

### PRODUCTION MANAGER

Stephanie Fischer  
[sfischer@hanleywood.com](mailto:sfischer@hanleywood.com)

### AD PRODUCTION COORDINATOR

Terry Rinella  
[trinella@hanleywood.com](mailto:trinella@hanleywood.com)

# PRINT AD SPECS

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## SPECIAL ADVERTISING SECTIONS

Special sections are an important tool for branding your company or introducing new products or services. Published as run-of-press or inserts, these sections are completely dedicated to delivering your company's message. Special sections can be supplied or can be developed by Hanley Wood's special project staff. Note all special advertising sections must have "Special Advertising Section" centered in 9 point Helvetica at the top of every page.

## EXTRA OPPORTUNITIES

For more information on online advertising opportunities, custom solutions, in-person events and virtual events contact your Regional Sales Manager.

## CO-OP ADVERTISING

Special national or regional advertising programs are available to advertisers using co-op support. CONCRETE CONSTRUCTION, working with your distributors and/or dealers, will develop a customized co-op advertising program for you.

## PRINTING INFORMATION

CONCRETE CONSTRUCTION is printed Web-offset and perfect bound. Rotation of colors: black, cyan, magenta, yellow. Total CMYK ink density not to exceed 300%.

## MATERIALS INFO AND SHIPPING

PDF/X-1a 2001 files required. Set up files for 4/C process printing with all fonts and images embedded. All images must be high resolution (300 dpi for CMYK and grayscale images and 600 DPI for line art). Place images at 100% to ensure better reproduction. Offset crop and trim marks by 1/8" so that they do not extend into bleed or live area. Line screen: 133. Please follow SWOP standards.

Upload display ads to our secure Web portal at <https://hanleywood.sendmyad.com>. The portal preflights the ad, giving you instant feedback with possible issues. Once your ad passes preflight and you approve the ad for publication, the Hanley Wood production team is automatically notified. New users are instructed on how to set up your own user name and password on the portal.

Hanley Wood assumes no liability for content errors or color variations between the digital file and the printed image if: (1) a high-end SWOP proof is not provided; (2) the file must be converted to CMYK; or (3) any of the published digital specifications are not met. The advertiser or authorized agency is responsible for providing materials meeting Hanley Wood specs. Hanley Wood is not responsible for making corrections to supplied materials.

### UPLOAD YOUR AD:

<https://hanleywood.sendmyad.com>