



(Web offset, perfect binding)

## Bleed

**Full Page:** Trim Size: 8 1/4" x 10 7/8". Bleed size (full page): 8 3/4" x 11 3/8". **2-Page Spreads:** Trim size: 16 1/2" X 10 7/8". 2-page spread Bleed size: 17 1/2" X 11 3/8". Supply spread ads as singles pages. Keep live matter 1/4" from trim edge and 3/8" from gutter trim. **1/3 Page:** Trim Size: 2 5/8" x 10 7/8". Live Area: 2 1/8" x 10 3/8". Bleed size: 3 1/8" x 11 3/8".

## Supplied Inserts

Single leaf or 2-page inserts should be delivered untrimmed at 8 1/2" x 11 1/8", and printed on an 80lb. text weight or heavier stock. Inserts of 4-pages or more should print on a 50lb. text weight or heavier stock and deliver untrimmed and folded to 8 1/2" X 11 1/8" plus a 3/8" high folio binding lap. Inserts that fold-out require special handling, please contact Lee Stringham at (800) 573-9000 for specifications. All inserts jog to top page; allow 1/8" per page across gutter for double sheets. Keep live matter 1/4" from all trim edges. Backed up double-leaf inserts must be furnished flat. Insert cartons should be clearly labeled with publication name, issue date, quantity per carton, total cartons, total insert quantity, name of advertiser, and distribution instructions. Proofs not marked for trim will be trimmed at publisher's discretion.

Supplied inserts are subject to evaluation. Please submit sample copies for evaluation and approval 3-weeks prior to binding. Publisher reserves right to charge advertisers for inserts requiring trim adjustment before binding. Inserts causing delay in binding are subject to additional charges.

## Electronic File Specifications

Macintosh-based native application files preferred. Additional charges may be incurred for other platforms or files that require dig-

ital file manipulation. There will be an additional charge to convert to film. Electronic files can be accepted in the following formats: Quark (v.6.0 and lower), Illustrator, and Photoshop formats. Include all printer/screen fonts and linked artwork. All artwork should be saved as TIFF or EPS, with a minimum of 300 dpi resolution. Color artwork should be in CMYK mode. Hi-resolution Adobe Acrobat PDF files are also accepted. Digital color proofs or laser file printouts must accompany all files sent.

## Film

High density litho film negatives, right reading, emulsion side down, plus a color proof. Screening 133 to a maximum 150 line screen. Film should be supplied one piece per color, register marks on all sizes, with trim marks. Scotch prints or veloxes acceptable for line art ads.

## Accepted Media

Zip (100mb), CD's are preferred. E-mail files are accepted, But must be no larger than 5MB. Files can also be sent via FTP, contact us for protocols.

- All materials to be received no later than the 5th of the month prior to the issue date. Send Ads to:  
**Beverage Media Group, Inc.**  
 116 John Street, 23rd fl.,  
 New York, NY 10038.  
 Attention: Larry Lee, (212) 571-3232, ext.104

- For deadline extensions and production questions please call **Lee Stringham** at (800) 573-9000.

- Arizona Beverage Analyst
- Beverage Industry News (California)
- Colorado Beverage Analyst
- Connecticut Beverage Journal
- Hawaii Beverage Guide
- Illinois Beverage Guide
- Indiana Beverage Journal
- Kansas Beverage News
- Kentucky Beverage Journal
- Louisiana Beverage Journal
- Maryland Beverage Journal
- Michigan Beverage Journal
- Missouri Beverage Journal
- Nebraska Beverage Analyst
- Nevada Beverage Analyst
- New Jersey Beverage Journal
- New Mexico Beverage Analyst
- New York Beverage Media
- North Carolina Beverage Journal
- Ohio Beverage Journal
- Oklahoma Beverage News
- Pennsylvania Observer
- Rhode Island Beverage Journal
- Southern Beverage Journal (Florida, Georgia, South Carolina, Tennessee)
- Texas Beverage Journal
- Virginia Beverage Journal
- Washington DC Beverage Journal
- West Virginia Beverage Journal
- Wisconsin Beverage Guide
- Premium Accounts Edition (Top retail accounts for states without specific publication)