

Publication Trim Size: 8 ½ x 10 ½ in.

## Ad Dimensions

Full Page	Live	Bleed	Trim
	8 x 10 in.	8 ¾ x 10 ¾ in.	8 ½ x 10 ½ in.
	20.3 x 25.4 cm	22.2 x 27.3 cm	21.6 x 26.7 cm

2/3 Page	1/2 Page Island	1/2 Page Vertical	1/2 Page Horizontal
5 x 9 ½ in.	5 x 6 ¾ in.	3 ⅝ x 9 ½ in.	7 ½ x 4 ½ in.
12.7 x 17.1 cm	12.7 x 17.1 cm	12.7 x 17.1 cm	19 x 11.4 cm

1/3 Page Vertical	1/3 Page Square	1/4 Page Square	Mini Ad
2 ⅝ x 9 ½ in.	5 x 4 ½ in.	3 ⅝ x 4 ½ in.	2 ⅝ x 3 in.
6 x 24.1 cm	12.7 x 11.4 cm	9.2 x 11.4 cm	6 x 7.6 cm

- Safety: Leave ¼ in. from all trim edges.
- Bleed is available for full page or 2-page spread. Bleed is not offered for fractional advertising space.

## Ad Submission

File format is PDF. When creating the PDF, please make the document a PostScript file, then run it through Adobe Distiller. ICC profiles should be removed. Files must not contain composite fonts. A PDF that is provided for proofing purposes only must be marked as such in file name (e.g., Acme\_proof.pdf).

When placing crop marks in file, offset by 3/16" (5 mm).

Files may be provided on CD with one color print, output at 100%. Print must be output from file provided.

Alternatively, files may be uploaded to our FTP site:

site: ftp://americanlaboratory.com  
user name: amlab\_ftp  
password: amlab1

File transfer using secure file transfer software is recommended. You must send e-mail notification when upload is completed.

Ship material to:

American Laboratory  
10150 Lantern Road, Suite 150  
Fishers, IN 46037

Call our Production Department with questions at (317) 288-0773.

### Resolution

- 800 dpi for any line art
- 266 dpi for any screened art, continuous tones
- 300 dpi for color and gray-scale images and any embedded PostScript files