

MI BIZ AD SIZES & SPECIFICATIONS

DISPLAY AD SIZE DIAGRAM



PRODUCTION SPECIFICATIONS

- DIGITAL FILE FORMATS ONLY
- Adobe PDF format preferred
- 100 line screen
- Allow for 20% dot gain on press
- 60% gray component replacement
- Printed on 35 lb. premium stock (mando)
- Printed using process colors – PMS colors approximated

MECHANICAL REQUIREMENTS

Ad Size	Width	Height
Full Page	10.25"	13.625"
3/4 Page	10.25"	10.25"
	7.625"	13.625"
Junior Page	7.625"	9.625"
Half Page	10.25"	6.625"
	5"	13.625"
1/4 Page	5"	6.625"
	10.25"	3.25"
	7.625"	4.5"
	2.375"	13.625"
1/8 Page	5"	3.25"
	2.375"	6.625"
1/16 Page	5"	1.5"
	2.375"	3.25"

MiBiz®

Questions? Call our Production Department at (616) 608-6170.
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