

LEONARD'S GUIDE

MECHANICAL SPECIFICATIONS

PRINT ADVERTISING



Full Page
(7 x 9-3/8 Inches)



**Horizontal
Half Page**
(7 x 4-5/8 Inches)



**Vertical
Half Page**
(3-3/8 X 9-3/8 Inches)



**Horizontal
Quarter Page**
(7 X 2-1/4 Inches)



**Vertical
Quarter Page**
(3-3/8 x 4-5/8 Inches)

Covers and inside front cover enamel pages:

8-3/8" x 10-7/8" (trim size without bleed)

8-7/8" x 11-3/8" (trim size with bleed)

Ads are to be submitted in high resolution PDF format with a minimum of 300 resolution.
Please be sure that all fonts and images are imbedded correctly.

Ads can be submitted electronically via e-mail or sent to our office on CD-rom.

WEBSITE ADVERTISING



Single Banner Ads

225 x 60 pixels
GIF format
72 dpi resolution
8kb maximum



Double Banner Ads

456 x 60 pixels
GIF format
72 dpi resolution
16kb maximum



Weblink Logos

60 x 40 pixels
GIF format
72 dpi resolution
2kb maximum

Animated banners (where allowed) should cycle
in 10 seconds, and are subject to a 30kb maximum

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Contact our production department in Arlington Heights, Illinois for additional questions or information.

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