

# Specifications

## Advertising Unit Sizes

	Trim	Bleed	Non-Bleed
<b>Two Page</b>	15.5 in. x 10.5 in.	15.75 in. x 10.75 in.	14.5 in. x 9.5 in.
<b>Full Page</b>	7.75 in. x 10.5 in.	8 in. x 10.75 in.	6.75 in. x 9.5 in.
<b>1/2 Page Horizontal</b>	7.75 in. x 5.25 in.	8 in. x 5.5 in.	6.75 in. x 4.625 in.
<b>1/2 Page Vertical</b>	4 in. x 10.5 in.	4.125 in. x 10.75 in.	3.375 in. x 9.5 in.
<b>2/3 Page</b>	5.125 in. x 10.5 in.	5.25 in. x 10.75 in.	4.5 in. x 9.5 in.
<b>1/3 Page Vertical</b>	2.75 in. x 10.5 in.	2.875 in. x 10.75 in.	2.125 in. x 9.5 in.
<b>1/4 Page</b>			3.375 in. x 4.625 in.
<b>1/6 Page</b>			2.125 in. x 4.625 in.

Cover Tips:	
Trim Size	7.5 in. x 5.5 in.
Bleed Size	7.75 in. x 5.75 in.
Live Matter	6.75 in. x 4.75 in.
Thickness	Maximum 4 pages on 100# text, minimum 70# text
Jogs to bottom	

*Bleed dimensions include allowance for loss of .125 inch at head, foot, gutter and face during binding. Leave at least .375 inch between gutter and live matter and all trim edges.*

## Printing Specifications

Text:	Binding	Line Screen	Cover	Printing Process
45# Stock	Saddle-stitch binding	150-Line screen recommended (Allow for 24% dot gain.)	100# Stock	Web offset

### Publisher's Note

All advertising is subject to the Publisher's approval. The Publisher reserves the right to reject advertising not in keeping with the publication's standards. *Firstline* is a registered trademark used herein under license.

### Insert Specifications

- Single-page dimension: 7.75 in. x 10.5 in.
- Spread dimension: 15.5 in. x 10.5 in.

Position ad to allow for .125 in. trim at head, foot, gutter and face. Leave at least .375 in. between live matter and all trim edges. Bleed .125 in. on all sides of ad.

### Stock: Not to exceed the following limitations:

	Single Leaf/ 2 Pages	4 Pages	6 Pages	8 Pages or more
Coated	100# Text	100# Text	80# Text	70# Text

Submit samples to production manager for approval. Samples of insert stock should be submitted four weeks in advance of insert delivery date and prior to printing of insert.

**Quantity:** Verify before each insertion.

**Shipping:** Inserts only should be shipped to:

*Firstline*, c/o LSC Communications,  
3401 Heartland Drive, Liberty MO 64068

*Please mark all cartons with publication name and month.*

**Insert Rates:** Contact your account manager for a specific quote based on insert size and desired circulation.

### Circulation

In an era when readers choose how they receive their information, accurate multi-platform reporting is a necessity, not a luxury. In July 2015, MultiMedia Healthcare, LLC moved its audit to Alliance for Audited Media, AAM (formerly known as Audit Bureau of Circulations, ABC). AAM's understanding of the way readers consume content today, and their ability to qualify and confirm those audiences across platforms, is consistent with our media's integrated platform.

AAM allows MultiMedia Healthcare, LLC to report print subscriber data, digital, e-newsletter, and social media data monthly via a direct connection to AAM's database and provides additional partnerships and benefits, including:

- In-depth experience designing and performing digital audits that address nonhuman traffic, online ad fraud, brand safety and ad viewability
- The MRC (Media Rating Council) Accreditation/IAB (International Advertising Bureau) International Bot list, a partnership that enables us to put AAM-accredited human impressions into our reports
- Direct data feeds to advertisers, agencies and industry partners

Our audit application, official AAM membership letter and more can be found at [www.dvm360media.com](http://www.dvm360media.com).

**For more information, contact Yousef Elhusseini at 609-716-7777, ext. 887**