

## PRINT AD SPECIFICATIONS (IN INCHES)

| WEBSITE AD            | BLEED          | LIVE AREA     | TRIM SIZE      | FILE FORMAT  |
|-----------------------|----------------|---------------|----------------|--|
| SPREAD                | 16.25 x 11.125 | 15.5 x 10.125 | 16 x 10.875    | PDF, JPG, TIFF (without crop marks)  |
| FULL PAGE             | 8.25 x 11.125  | 7.25 x 10.125 | 8 x 10.875     | *We prefer CMYK PDF using these settings when creating your pdf. "High Quality Print" or "PDF/X-1a:2001" files.<br><br>*Do not apply attributes to a font (i.e. instead of bold with applied italics, use the bold italic font).<br><br>WFB also accepts Mac files in Adobe Photoshop, Illustrator or InDesign. All files must be 300 dpi or higher at the size they will be printed. All fonts must be converted to outlines or paths. Acceptable file types include .tif, .eps and .jpg. All .jpg files will be converted to a .pdf. |
| 2/3 PAGE              |                |               | 4.5 x 10       |  |
| 1/2 PAGE (ISLAND)     |                |               | 4.5 x 7.5      |  |
| 1/2 PAGE (VERTICAL)   |                |               | 3.375 x 10     |  |
| 1/2 PAGE (HORIZONTAL) |                |               | 7 x 4.875      |  |
| 1/3 PAGE (VERTICAL)   |                |               | 2.1875 x 10    |  |
| 1/3 PAGE (SQUARE)     |                |               | 4.5 x 4.875    |  |
| 1/4 PAGE              |                |               | 3.375 x 4.875  |  |
| 1/6 PAGE              |                |               | 2.1875 x 4.875 |  |
| SURFACES SHOW GUIDE   | 5.5 x 8.5      | 4.5 x 7.5     | 5.25 x 8.25    |  |

\*For more information about Premium Partnerships, contact [Kendra Griffin](#).

\* Live area must be .375" in from trim on all sides (for full-page and spread bleed ads only).

## COVER OPTIONS

### DO YOU HAVE A SPECIAL REQUEST OR IDEA TO MAXIMIZE YOUR IMPACT?

for the ultimate branding solution, wood floor business offers several high impact cover treatments and publication inserts that are sure to be noticed. WFB works with you to find the best solution for your need and budget.

## PRODUCT SECTIONS

|               | IMAGE REQUIREMENTS      | DESCRIPTION                           | INCLUDE FOR POST             |
|---------------|-------------------------|---------------------------------------|------------------------------|
| PRODUCT FOCUS | High res image, limit 2 | 75 word product description           | web address and phone number |
| NEW PRODUCTS  | High res image, limit 1 | 100-125 character product description | web address and phone number |

### EMAIL AD MATERIALS TO: [production@woodfloorbusiness.com](mailto:production@woodfloorbusiness.com)

(For files larger than 15 Mb, please use a sending large file programs such as High Tail, Dropbox, etc.)



#### READY TO GET STARTED? CONTACT:

#### KENDRA GRIFFIN

National Account Director

(800) 722-8764 ext. 107

Direct: (608) 467-1084

[kendra@woodfloorbusiness.com](mailto:kendra@woodfloorbusiness.com)



#### TECHNICAL QUESTIONS? CONTACT:

#### MARJORIE SCHULTZ

Digital Production Manager

(608) 729-4208

[marj@woodfloorbusiness.com](mailto:marj@woodfloorbusiness.com)