

# HB

## HIGHWAY BUILDER

OFFICIAL PUBLICATION OF THE  
ASSOCIATED PENNSYLVANIA CONSTRUCTORS

### MECHANICAL SPECIFICATIONS

#### Publication Size:

8.5" x 11"

#### Live Matter:

All type and other copy should fall within dimensions specified, but must remain a minimum of 1/5 clear of top, bottom and outside-edge trim lines.

#### Bleeds:

Available at no additional cost in full-page sizes only. Ads with bleed require 1/4" bleed allowance past trim size.

#### File Submissions:

All ad submissions must be 300 dpi with colors built in CMYK, Spot PMS or Grayscale.

#### Preferred file format:

Press PDFs are the preferred submission format for all advertising files.

#### Other acceptable files:

TIFF and JPEG at 300 dpi.

#### Acceptable applications:

Adobe InDesign, Photoshop or Illustrator (version CC or lower). We cannot guarantee correct output from any other application (such as PageMaker, Publisher, QuarkXPress or any word processing applications), and ads built and submitted in such programs are subject to refusal.

### Double Page Spread

Bleed: 11 1/4" x 17 1/4"

Trim: 11" x 17"

Live: 7 1/2" x 10"

Live Area

Center margin area

Live Area

Trim Area

Trim Area