

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. *Do not apply attributes to a font (i.e. instead of bold with applied italics, use the bold italic font). 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 your sales rep.

* 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

E-MAIL AD MATERIALS TO: production@woodfloorbusiness.com

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



READY TO GET STARTED? CONTACT:

KENDRA GRIFFIN
National Account Director

(800) 722-8764 ext. 107
Direct: (608) 467-1084
kendra@woodfloorbusiness.com



TECHNICAL QUESTIONS? CONTACT:

MARJORIE SCHULTZ
Digital Production Manager

(608) 729-4208
marj@woodfloorbusiness.com