

**MECHANICAL REQUIREMENTS**

Printing Web Offset; Binding: Perfect Bound; Magazine Final Trim Size: Width 7.75" x Depth 10.5" Live Matter: Keep all live matter 1/4" from trim.

Space	Non-Bleed/Live Image (WIDTH X DEPTH)	Trim (WIDTH X DEPTH)	Bleed (WIDTH X DEPTH)
Spread*	15" x 10"	15.5" x 10.5"	15.75 x 10.75"
1/2 Spread Horiz.*	15" x 4.75"	15.5" x 5.125"	15.75" x 5.25"
Full Page	7.25" x 10"	7.75" x 10.5"	8" x 10.75"
2/3 Page	4.5" x 9.75"	N/A	N/A
1/2 Horiz.	7" x 4.75"	N/A	N/A
1/3 Page Square	4.625" x 4.625"	N/A	N/A
1/3 Page Vertical	2" x 9.75"	N/A	N/A

\*For critical spread crossovers, contact Entrepreneur Advertising Production Department.



**FOLLOW THESE INSTRUCTIONS WHEN SUBMITTING MATERIALS**

**All ads must be submitted through AdShuttle**

1. Log on to [www.adshuttle.com](http://www.adshuttle.com)
2. Sign into or create your account
3. Click on "Ad Submission"
4. System will guide you through the process

**General Digital Advertising Material Requirements**

Every ad must have two (2) contract proofs regardless of delivery mode. All contract proofs must be made to SWOP (Specifications Web Offset Publications) standards. SWOP standards are available at [www.swop.org](http://www.swop.org).

**Press Ready PDF Files Only (PDF/X-1a) Images**

- Use high resolution images. 300 DPI is recommended.
- RGB and LAB color are unacceptable.
- Images should not have ICC profiles embedded.
- Avoid scaling images. If you must, do not scale below 50% or above 110%.
- Total Area Coverage should not exceed 300%.
- Avoid using JPEG images.

**Fonts**

- Always embed all fonts.
- Do not allow font substitutions.
- Do not use True Type fonts.

**Colors**

Only use CMYK colors; convert spot colors to process.

**Layout**

- Build documents in Portrait mode without scaling or rotation.
- Remember, when bleed is required, provide 1/8 inch beyond the trim area.
- Do not allow marks to encroach upon the trim or bleed areas.

**Transparency**

- All transparent objects must be flattened at a high resolution.
- Avoid placing transparent objects on top of text or other critical vector objects.

**Overprint**

Overprinting objects may not reproduce correctly when printed and will sometimes disappear completely. We recommend creating objects exactly as you want them to appear without relying on an overprint setting.

For detailed instructions on creating your ad using specific applications, click on the "Ad Creation Guide" or "Application Preset File" links on the AdShuttle Homepage. You may also call 1-866-774-5784 to contact the 24-hour AdShuttle support line.

**Proof Specifications**

All advertisers must submit two (2) high-end digital contract proofs that follow SWOP (Specifications Web Offset Publications) standards with their ad materials regardless of media delivery mode. [See the Ad Creation Guide](#)

**INSERT INFORMATION**

For supplied insert information, contact:  
**Mona Rifkin, Advertising Production Manager**  
 E-mail: [mrifkin@entrepreneur.com](mailto:mrifkin@entrepreneur.com)

**SEND PROOFS TO:**

Attn: **Mona Rifkin, Advertising Production Manager**  
 Entrepreneur Magazine  
 2 Executive Cir Ste 150 Irvine, CA 92614  
 E-mail: [mrifkin@entrepreneur.com](mailto:mrifkin@entrepreneur.com)

Entrepreneur magazine cannot be responsible for any color or positioning variation if advertiser does not adhere to the above specifications. Proofs that do not meet SWOP criteria will be used for color break and content checking only.