

# Chattanooga's HealthScope<sup>R</sup> Magazine

## Mission Statement

We are committed to the Health and Wellness of our community. As such, *HealthScope* is committed to presenting this region's most up-to-date and educational health care information.

It is our desire to be the most visible publication in the health and wellness field.....

To ensure innovative and unsurpassed standards in the publishing fields....

And to enhance the wellness of our community, we commit ourselves to a diverse array of educational and uplifting features.

# HealthScope Magazine

## HealthScope<sup>R</sup> Magazine 2009 Schedule

<u>Issue Month/Date</u>	<u>Space Reserv. Date</u>	<u>Artwork Date</u>
March 18, 2009	2/20/09	2/27/09
May 20, 2009	4/24/09	5/1/09
July 15, 2009	6/19/09	6/26/09
September 16, 2009	8/14/09	8/21/09
December 4, 2009	11/6/09	11/13/09

# CityScope and HealthScope Magazines

## Mechanical and Digital Ad Requirements

Printing Process.....Sheet Fed Offset  
Binding Method.....*CityScope* – Perfect.....*HealthScope* – Saddlestitch.....*Business Trend* - Saddlestitch  
Live Matter for Bleed Sizes should be .375” inside trim on ALL sides. Document must be created at the Trim Size.

### All Sizes Are Shown as W x H

#### BLEED ADS

	<u>Document or Trim Size</u>	<u>Live (Data) Area</u>	<u>Bleed Size</u>
Two Page Spread	17" x 11"	16.25" x 10.25"	17.25" x 11.25"
Full Page	8.5" x 11"	7.75" x 10.25"	8.75" x 11.25"

#### NON-BLEED ADS

	<u>Document or Trim Size</u>	
Spread (Gutter Bleed Only)	16"x9.75"	(will have 3/8" white margin around ad)
Full Page Non-Bleed	7.5" x 9.75"	(will have 3/8" white margin around ad)
2/3 Page Vertical	4.75" x 9.75"	
1/2 Page Horizontal	7.5" x 4.8125"	
1/3 Page Horizontal	4.75" x 4.8125"	
1/3 Page Vertical	2.3125" x 9.75"	
1/4 Page Vertical	3.625" x 4.8125"	(Special Sections Only)

#### DIGITAL FILE SUBMISSION

The ONLY digital formats accepted are: **PDF** (preferred), **JPEG**, **EPS** or **TIF**

All digital artwork must:

- \*Include 1/8" bleed for bleed ads
- \*Fonts outlined and text converted to paths.
- \*Be CMYK (No RGB or spot colors)
- \*Have 300 dpi Resolution (Press Quality)
- \*Not include trim or bleed marks (or any other registration marks)

#### BLEED SPECIFICATIONS

Image area not intended to be trimmed must be 5/16” from the trim size 8 ½” x 11”. Material intended to bleed must be furnished with a **minimum** of 1/8” image area beyond the trim (8.75” x 11.25”). On anything less than 1/8” bleed, publisher cannot guarantee consistent bleed.

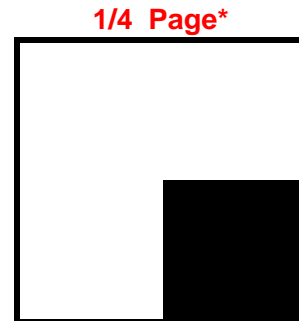
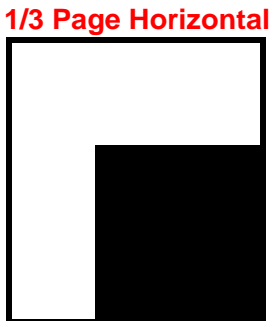
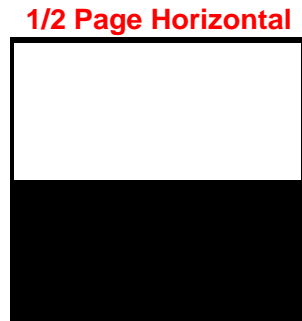
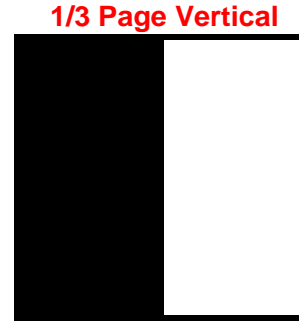
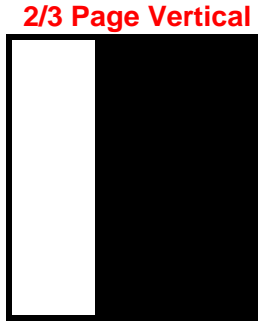
**QUESTIONS:** Call Cindi Mullinix at 423-266-3440

**SEND AD MATERIAL via Email to:** [cmullinix@sceniccitymags.com](mailto:cmullinix@sceniccitymags.com)

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## Ad Sizes



\*Special Editions Only