



**HAHN
PRINTING
INCORPORATED**

752 North Adams Road
Eagle River, WI 54521
(800) 874-0440
hahnprinting.com

Hahn Printing, Inc.
Effective July 2011

Thank you for advertising with WACPC.
To insure quality and preserve and protect
publication deadlines, please note the
mandatory specifications below.

Actual ad sizes are on the following pages.

For bleed ads, please keep live matter 1/4"
from trim edges.

(If Hahn Printing, Inc. is developing your ad
for you, these items will be taken care of
by us). Please call us toll free at 800-874-0440
for our rates.

If you or your ad agency are providing the ad
artwork, you must meet the industry-standard
specs list on the next page. Failure to do so
WILL incur additional charges and/or exclusion
of your ad from the WACPC publications until
issues are resolved.

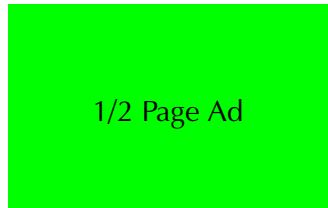


Full Page Ad

Full Page Ad

Ad specs:

trim size: 8.5" X 11"
bleed size: 8.75" X 11.25"
live area: 8.25" X 10.75"



1/2 Page Ad

Half Page Ad

Ad specs:

trim size: 8.5" X 5.5"
bleed size: 8.75" x 5.75"
live area: 8.25" X 5.25"

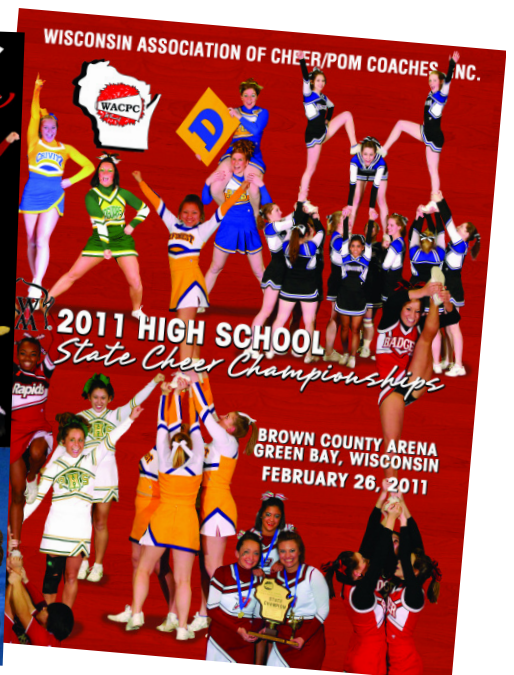
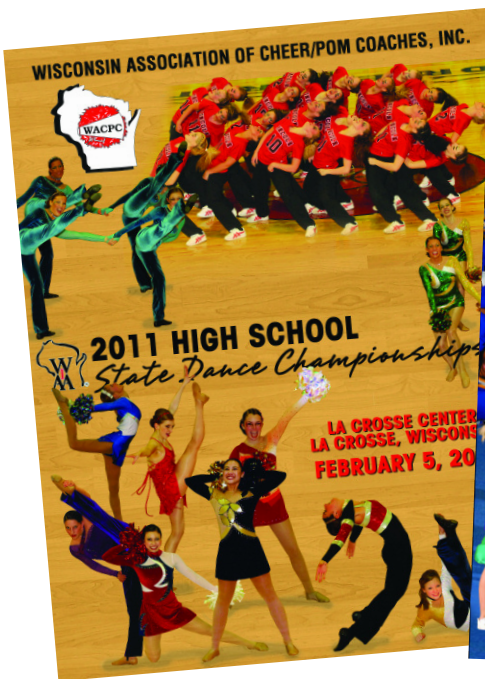


1/4 Page Ad

Quarter Page Ad

Ad specs:

trim size: 4.25" X 5.5"
bleed size: 4.5" x 5.75"
live area: 4" X 5.25"



Mandatory Ad Specs and Preparation

- Software: Ads must be in “print/press ready” PDF with ALL fonts embedded. This pdf may be created in Quark Xpress, InDesign, Photoshop, Illustrator or Freehand.
- Word, Powerpoint, JPEG and TIFF files will be accepted as long as they meet a minimum resolution of 300 dpi.
- Publisher and any other file types that are not listed above will NOT be accepted.
- Printing Specifications: 20-25% dot gain. High quality digital or offset. Saddle stitched. 4-color throughout.
- Prep Specifications: Minimum 300 dpi images in your ad. 175 line screen. Screened tone values over 90% may print solid. Screened values under 3% may print white. Hahn Printing, Inc.cannot guarantee legibility of 4-color knock-out type below 10 points.
- Color Scans: Minimum of 300 dpi at 100% of final print size. Black and white scans must be grayscale. Do not submit color files for black and white ads. 4-color scans must be saved as CMYK, not RGB. Do not use spot colors, or call your sales rep to discuss additional PMS ink charges.

Quarter Page Ad

Ad Submission

- Requirements: Please send “print/press ready” PDF with ALL fonts embedded. No native files may be sent. Also, please send a low res pdf proof of the final ad.
- Ad submission: Files under 7MB may be sent to “info@hahnprinting.com.” For timely processing, please include your company name and ad size in the subject line, and include your contact info in the body of the email. Files over 7MB can be uploaded by visiting “hahnprinting.com,” and selecting “Send A File.”
- If time permits, you may send us your ad on CD to:

Hahn Printing, Inc.
Attn: Art Department
P.O. Box 1869
752 North Adams Road
Eagle River, WI 54521

(800) 874-0440

Thank You.

Half Page Ad

Full Page Ad