

Critical Connections

The Complete News Source for Critical Care Professionals

Advertising Mechanical Requirements

Magazine Trim Size: 10 7/8" x 14"
 Paper Stock: 70 lb. Knightkote Matte
 (30% Post-Consumer Waste)
 Type of Binding: Saddle stitch
 Screen Requirements: 150 line screen recommended

Ad Sizes

Space	Bleed (Width x Depth)	Non-Bleed (Width x Depth)	Trim (Width x Depth)	Live (Width x Depth)
King Page Spread	22" x 14 1/4"	20 7/8" x 13 1/8"	21 3/4" x 14"	20 7/8" x 13 1/8"
King Page	11 1/8" x 14 1/4"	10" x 13 1/8"	10 7/8" x 14"	10" x 13 1/8"
2/3 Page Vertical	7 1/4" x 14 1/4"	6 9/16" x 13 1/8"	7" x 14"	6 1/8" x 13 1/8"
1/2 Page Island	7 1/4" x 10"	6 9/16" x 9 5/16"	7" x 9 3/4"	6 1/8" x 8 7/8"
1/2 Page Horizontal	11 1/8" x 7 1/4"	10" x 6 9/16"	10 7/8" x 7"	10" x 6 1/8"
1/3 Page Vertical	3 7/8" x 14 1/4"	3 3/16" x 13 1/8"	3 5/8" x 14"	2 3/4" x 13 1/8"
1/3 Page Square	7 1/4" x 7 1/4"	6 9/16" x 6 9/16"	7" x 7"	6 1/8" x 6 1/8"
Front Cover Page	5 3/4" x 3 1/4"	5 1/16" x 2 9/16"	5 1/2" x 3"	4 5/8" x 2 1/8"

Digital File Requirements

Acceptable file format:
high resolution PDF.

If the file is too large to send via e-mail, please inquire about our FTP option.

Delivery Instructions

Please e-mail high resolution PDFs to:

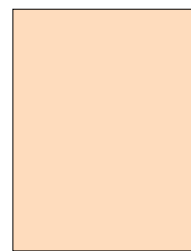
Desiree Ng
 Industry Relations Manager
 Society of Critical Care Medicine
 500 Midway Drive
 Mount Prospect, IL 60056
 + 1 847 827-7188
dng@sccm.org

Advertising Specifications

Note: Unit sizes pictured are right hand pages. Add 1/8" on each side that bleeds. Offset negatives, right reading, emulsion side down. 150 line screen recommended. Keep live matter 7/16" from edge.



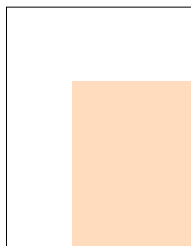
King Page Spread



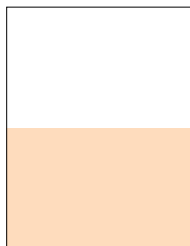
King Page



2/3 Page Vertical



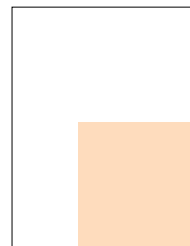
1/2 Page Island



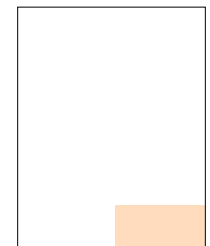
1/2 Page Horizontal



1/3 Page Vertical



1/3 Page Square



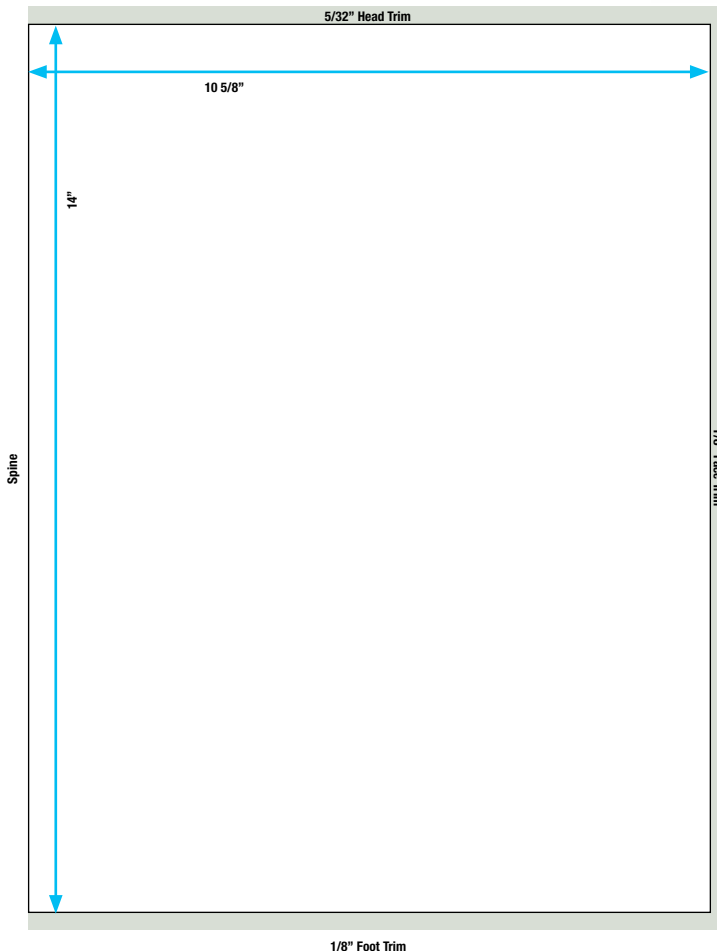
Front Cover Page

Insert Mechanical Requirements

Paper Stock: 60 lb. minimum for offset (uncoated) or 70 lb. gloss text. 80 lb. maximum.

Quantity: 28,000 (includes 10% spoilage).

Shipping Address: c/o Critical Connections
(Month and Quantity)
Kingery Printing Company
515 University Avenue, P.O. Box 189
Henry, IL 61537
+1 309 364-3957



Tipped-On Inserts:

1. The product to be tipped-on can be up to the same size as the host height-wise, but no more than 1/4" less than the width of the magazine width-wise (in this case 10 5/8" x 14").
2. If the tip-on is to be jogged to the head of the book, allow an extra 5/32" for head-trim.
3. If the tip-on will be smaller in both height and width than the host and "floated" within the live area, supply the tip-on trimmed to final size.
4. Weight limit of tip-on is 3 oz.

Bind-In Inserts:

1. The product to be bound-in can be up to the same size as the host (in this case 10 7/8" x 14").
2. Inserts should be supplied with a 1/4" highfolio lap, regardless of size.
3. Bind-in inserts must be jogged to the head, therefore they must be supplied with an additional 5/32" at the top for head trim.

Closing Dates

Issue	Space Due	Ads Due	Inserts Due
February	12/15/2017	12/29/2017	1/5/2018
April	2/15/2018	2/28/2018	3/9/2018
June	4/16/2018	4/30/2018	5/4/2018
August	6/15/2018	6/29/2018	7/6/2018
October	8/15/2018	8/31/2018	9/7/2018
December	10/2/2018	10/9/2018	10/16/2018