

# SHOWSIGHT

## MAGAZINE SPECS

- 150 Line Screen
- Trim size: 8.375" x 10.875"
- Printing method: sheet-fed offset

## AD SPECS

- Full page **trim** size: 8.375" x 10.875"  
(+ .125" bleed: 8.625" x 11.125")
- 2 page spread **trim** size: 16.75" x 10.875"  
(+ .125" bleed: 17" x 11.125")
- Cover Story **trim** size: 7.375" x 10.875"  
(+ .125" bleed: 7.5" x 11.125")
- Inside Front Cover spread (3 pages)  
**trim** size: 24.125" x 10.875"  
(+ .125" bleed: 24.375" x 11.125")
- Inside Back Cover spread (3 pages)  
**trim** size: 24.125" x 10.875"  
(+ .125" bleed: 24.375" x 11.125")
- Back Cover Story **trim** size: 7.375" x 10.875"  
(+ .125" bleed: 7.5" x 11.125")
- Half page horizontal: 7.375" x 5.1875" (no bleed)
- Half page vertical: 3.5625" x 10.5" (no bleed)
- Quarter page: 3.5625" x 5.4375" (no bleed)
- **NEW** - Half page spread ad: 16.75" x 5.4375"  
(+ .125" bleed: 17" x 5.6875")
  - Runs across two facing pages at half-page height
  - Bleed applies to outer edges only (no bleed at center gutter)
  - Keep all critical content .25" away from center gutter and trim edges

## PRODUCTION REMINDERS

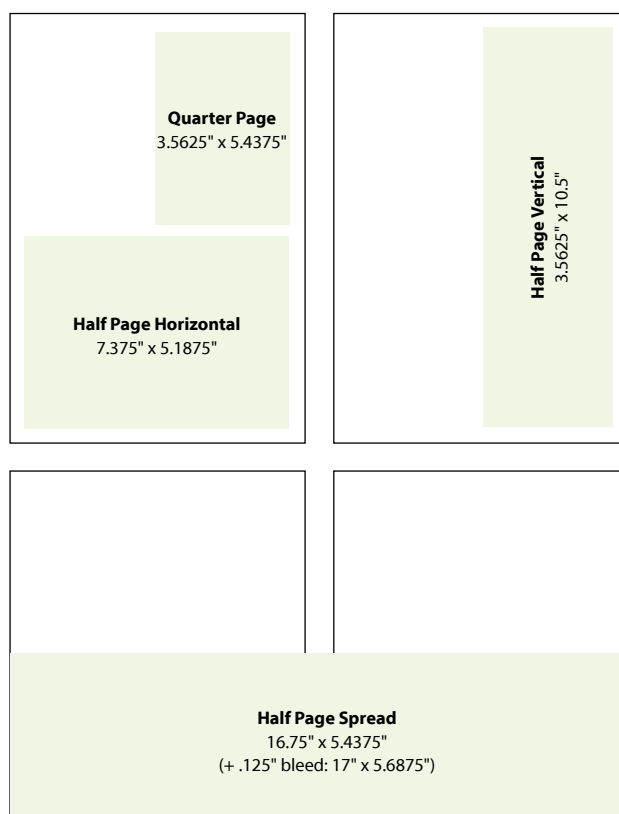
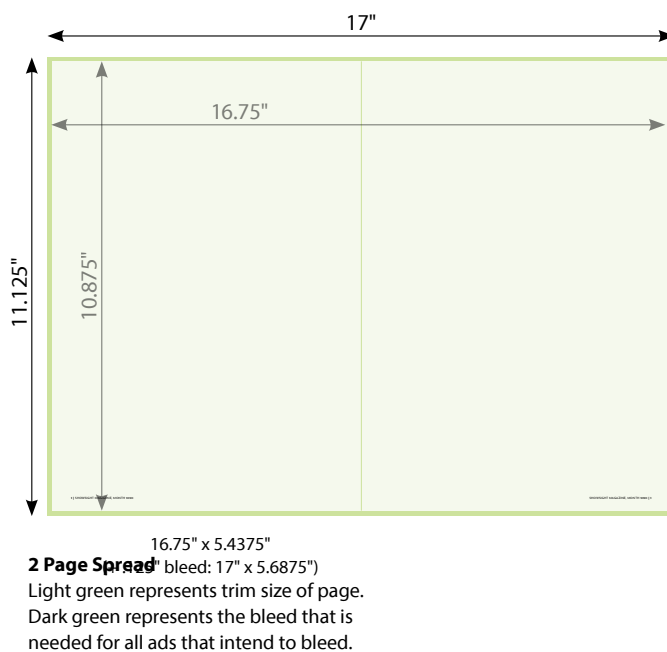
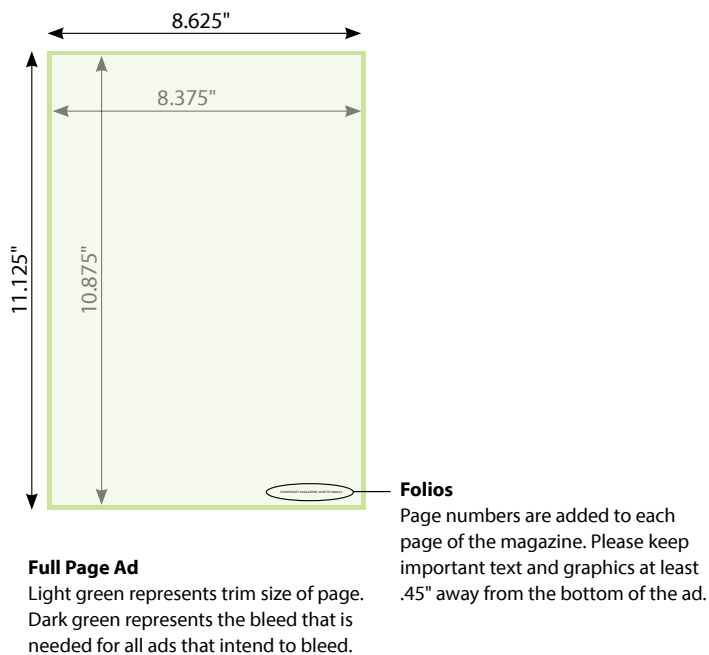
- Files should be built using the CMYK (or grayscale, when applicable) color mode, rather than RGB. RGB files will be converted to CMYK.
- Overprint should never be used. If used as an effect, your ad will not print as expected.
- All images should be 300 dpi.
- Do not send files with embedded images; send art and images as attachments.
- Please keep all important text (and images when applicable) at least .25" away from the trim edge.
- **InDesign templates are available by request.**

## ACCEPTABLE FILE FORMATS

- High resolution PDF
- High resolution .jpg, .tiff or .eps
- InDesign CC 2026 or earlier (must include fonts and links with native InDesign file)
- Photoshop CC 2026 or earlier

## MEDIA ACCEPTED

- CD or DVD
- Email files under 10 MB total
- Send files via FTP: <http://www.showsightmagazine.com/content/submit-an-advertisement/10>



# FOLD-OUTS

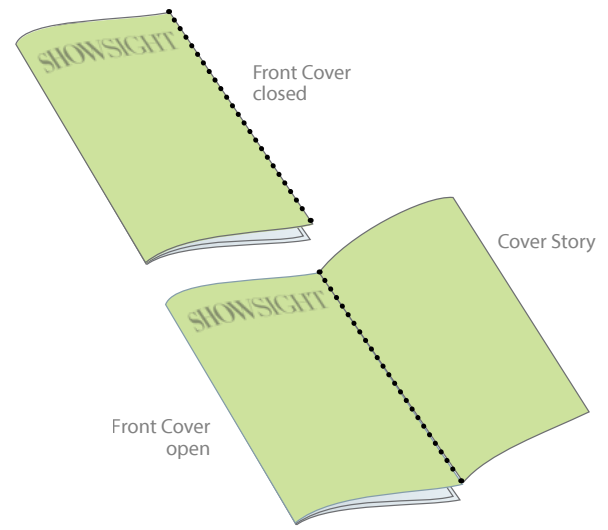
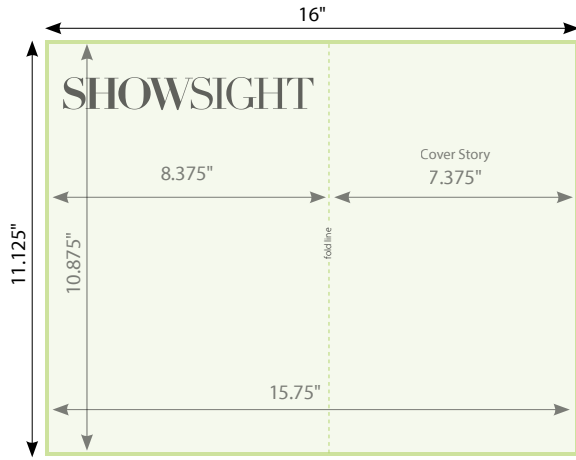
## Front Cover + Cover Story

Light green represents trim size of page.  
Dark green represents the bleed that is needed for all ads that intend to bleed.

**TOTAL trim size:** 15.75" x 10.875"  
(+.125" bleed: 16" x 11.125")

**Front Cover trim size:** 8.375" x 10.875"  
(+.125" bleed: 8.5" x 11.125")

**Cover Story trim size:** 7.375" x 10.875"  
(+.125" bleed: 7.5" x 11.125")



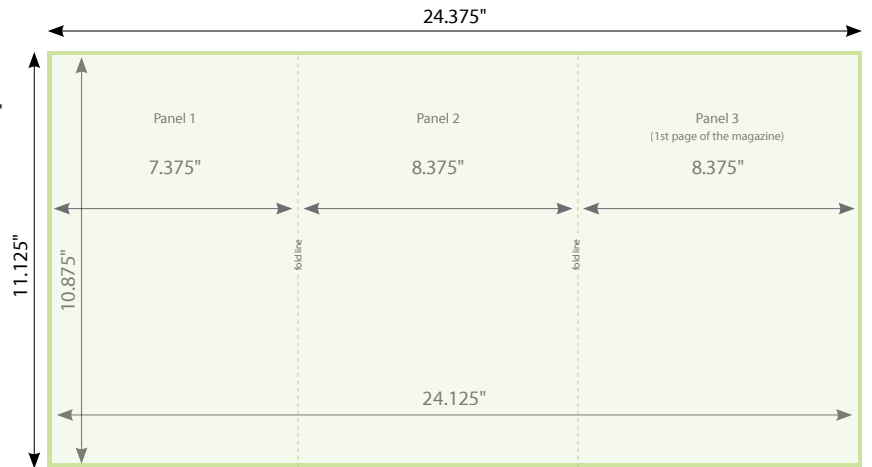
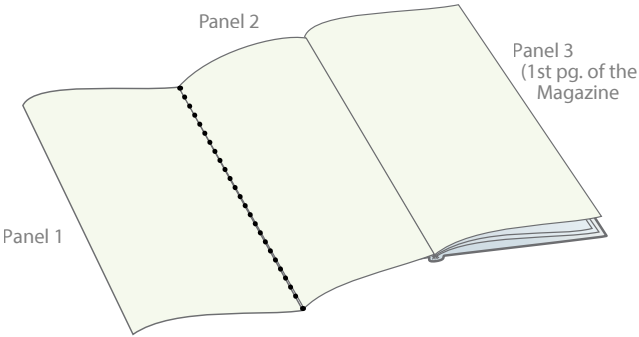
## Inside Front Cover Spread (3 pages)

Light green represents trim size of page.  
Dark green represents the bleed that is needed for all ads that intend to bleed.

**TOTAL trim size:** 24.125" x 10.875"  
(+.125" bleed: 24.375" x 11.125")

**Panel 1 trim size:** 7.375" x 10.875"  
(+.125" bleed: 7.5" x 11.125")

**Panels 2 & 3 trim size:** 8.375" x 10.875"  
(+.125" bleed: 8.5" x 11.125")



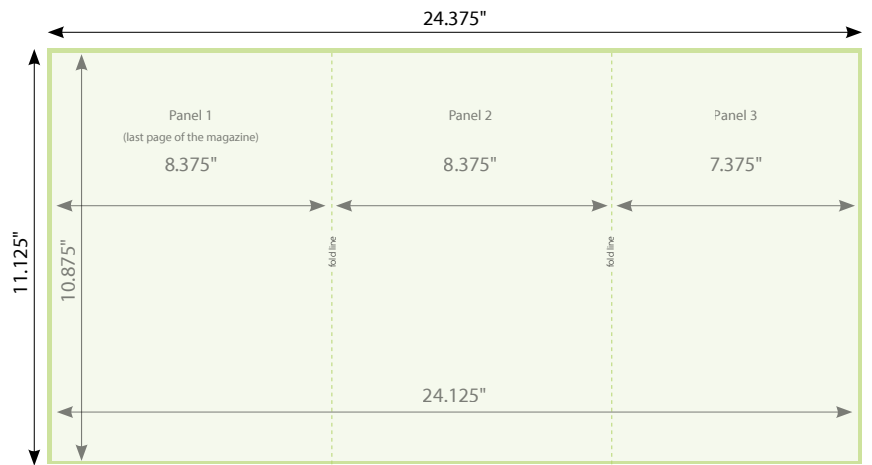
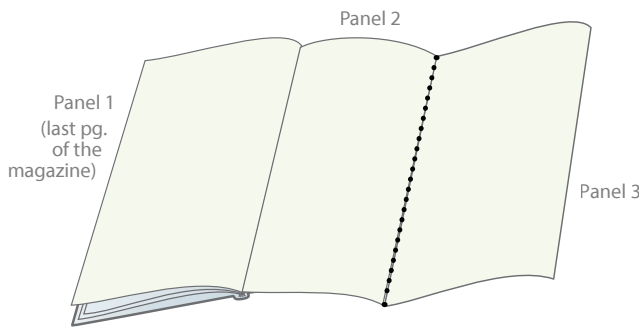
## Inside Back Cover Spread (3 pages)

Light green represents trim size of page.  
Dark green represents the bleed that is needed for all ads that intend to bleed.

**TOTAL trim size:** 24.125" x 10.875"  
(+.125" bleed: 24.375" x 11.125")

**Panels 1 & 2 trim size:** 8.375" x 10.875"  
(+.125" bleed: 8.5" x 11.125")

**Panel 3 trim size:** 7.375" x 10.875"  
(+.125" bleed: 7.5" x 11.125")



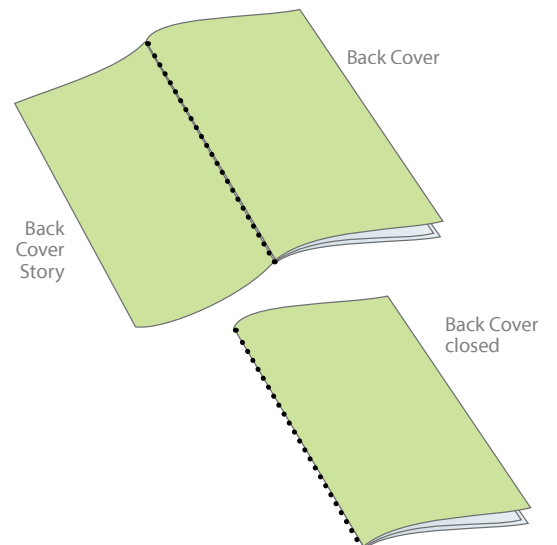
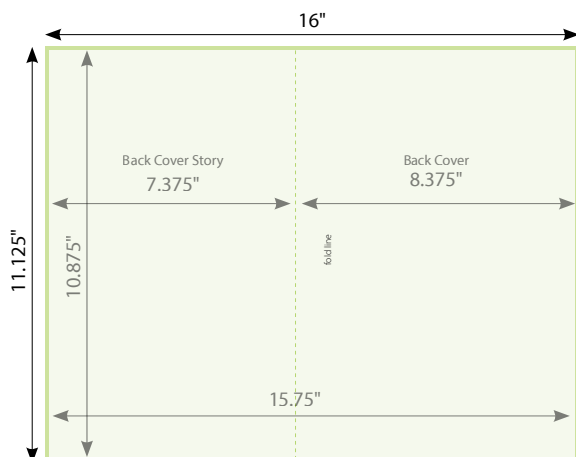
## Back Cover Story + Back Cover

Light green represents trim size of page.  
Dark green represents the bleed that is needed for all ads that intend to bleed.

**TOTAL trim size:** 15.75" x 10.875"  
(+.125" bleed: 16" x 11.125")

**Back Cover Story trim size:** 7.375" x 10.875"  
(+.125" bleed: 7.5" x 11.125")

**Back Cover trim size:** 8.375" x 10.875"  
(+.125" bleed: 8.5" x 11.125")



# SHOWSIGHT

## 4 Page Foldout

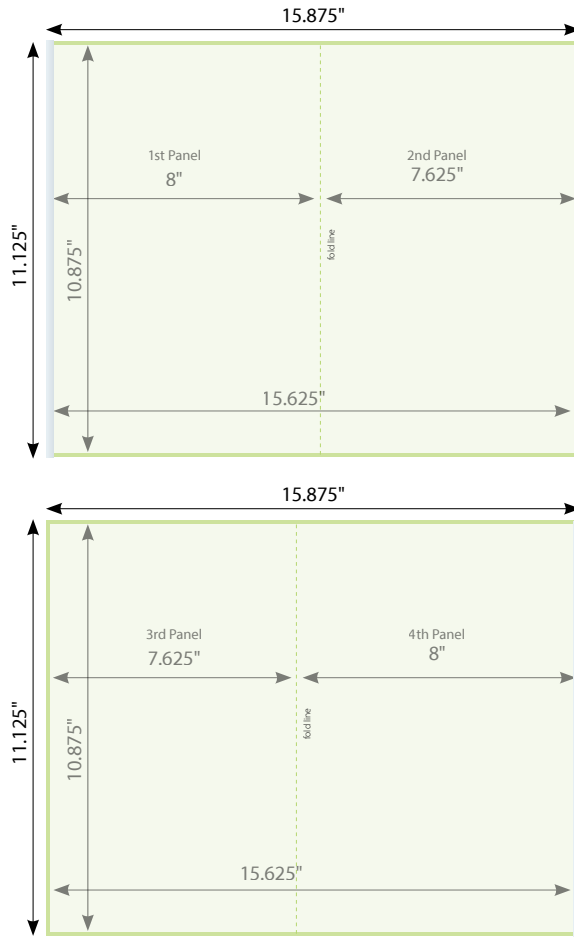
Light green represents trim size of page.  
Dark green represents the bleed that is needed for all ads that intend to bleed.  
Grey line represents grind off on the binding edge of the foldout pages.

**TOTAL trim size:** 15.625" x 10.875"  
(+.125" bleed: 15.875" x 11.125")

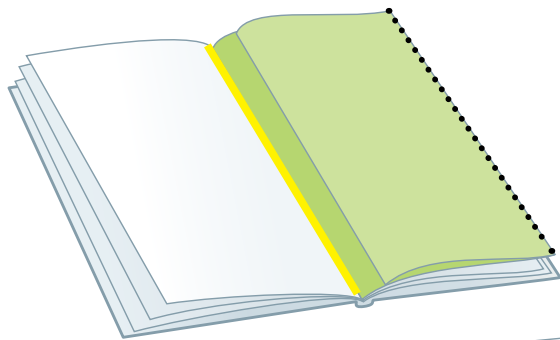
1st & 4th panel **trim size:** 8" x 10.875"  
(+ .125" bleed: 8.125" x 11.125")

2nd & 3rd panel **trim size:** 7.625" x 10.875"  
(+ .125" bleed: 7.75" x 11.125")

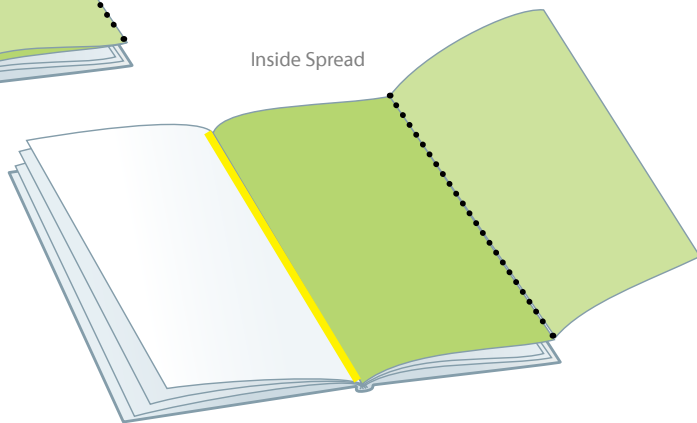
Grind Off size: 0.1875"



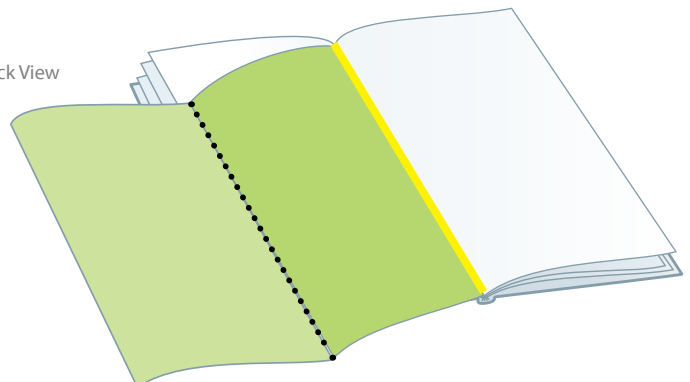
Front View



Inside Spread



Back View



## OVERALL FOLDOUT SIZE

- Total trim width (before grind-off): 31.25"
- Grind-off: 0.1875" on binding edge (applied to 1st & 4th panels)
- Effective trim width (after grind-off): 30.875"
- Trim height: 10.875"
- Bleed height: 11.125"

*\*Bleed applies to outer edges only.  
No bleed between internal panels.*

### Panel 1 (Front Fold-In / Binding Edge Panel)

- Trim width: 8.0"
- Grind-off applied: 0.1875" (binding edge)
- Effective visible width: 7.8125"
- Trim height: 10.875"
- Bleed: Outer edge only (+0.125")

*\*Keep all live content 0.375" away from binding edge on this panel.*

### Panel 2 (Inner Panel)

- Trim width: 7.625"
- No grind-off
- Trim height: 10.875"
- Bleed: None on internal edges

### Panel 3 (Inner Panel)

- Trim width: 7.625"
- No grind-off
- Trim height: 10.875"
- Bleed: None on internal edges

### Panel 4 (Back Fold-In / Binding Edge Panel)

- Trim width: 8.0"
- Grind-off applied: 0.1875" (binding edge)
- Effective visible width: 7.8125"
- Trim height: 10.875"
- Bleed: Outer edge only (+0.125")

*\*Keep all live content 0.375" away from binding edge on this panel.*