

AD
SPECS

Mechanical Requirements for Ads on disk:

We require files created in the following Macintosh applications: InDesign, Adobe Illustrator and Adobe Photoshop, supplied on a Macintosh-formatted CD, or electronically via e-mail or dropbox. Macintosh fonts must be used exclusively. PC documents and fonts are not compatible. All electronic files and images should be in CMYK mode, 300 dpi, and saved as .tiff, .eps, .jpeg or pdf files. Convert all text in Adobe Illustrator files to outlines. Artwork sent on disk must be camera-ready and compatible with Publisher's mechanical requirements and on CD. Publisher is not responsible for errors or omissions on ads provided on disk. If additional work is required to ensure proper output, production charges will be billed to Advertiser at a rate of \$75 per hour. If ad is constructed on a PC/windows computer the ad must be submitted as a high resolution PDF with fonts embedded and mail a color proof. Files can be stuffed or zipped and emailed.

➔ Magazine Trim Size: 8.375" x 10.875"

Ad Sizes	Wide	Deep	Ad Sizes	Wide	Deep
Full page with bleed	8.625"	x 11.125"	1/3 page vertical	2.25"	x 10"
Full page (no bleed)	7.875"	x 10.375"	1/3 page horizontal	4.85"	x 4.85"
2/3 page vertical	4.85"	x 10"	1/4 page vertical	3.5"	x 4.85"
1/2 page vertical	3.5"	x 10"	1/6 page vertical	2.25"	x 4.85"
1/2 page horizontal	7.375"	x 4.85"	Business Card vertical	3.5"	x 2"

