



## AD SPECS

**FULL PAGE / Non-Bleed:** 7.875" x 9.875"

**\*\*FULL PAGE / bleed:** 9.25" x 11.125"

**2/3 PAGE:** 4.875" x 9.875"

**\*\*2/3 PAGE bleed:** 5.75" x 11.125"

**1/2 PAGE (Horiz):** 7.875" x 4.875"

**\*\*1/2 PAGE bleed (Horiz):** 9.25" x 5.625"

**1/2 PAGE (Vert):** 3.875" x 9.875"

**\*\*1/2 PAGE bleed (Vert):** 4.675" x 11.125"

**1/3 PAGE (Horiz):** 4.875" x 4.875"

**\*\*1/3 PAGE bleed (Horiz):** 5.75" x 5.625"

**1/3 PAGE (Vert):** 2.875" x 9.875"

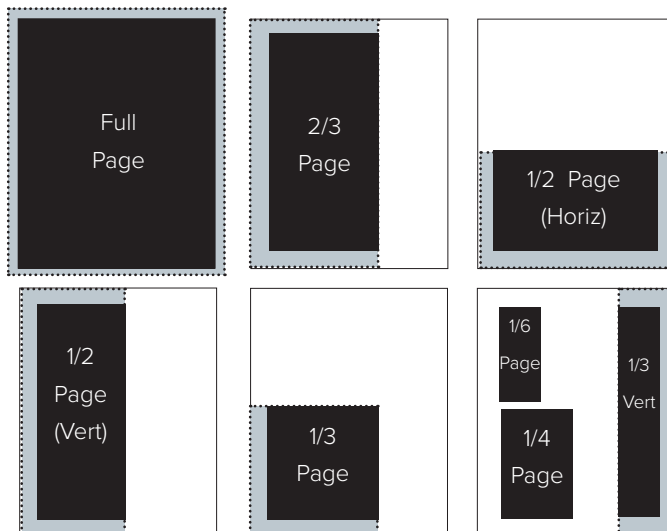
**\*\*1/3 PAGE bleed (Vert):** 3.675" x 11.125"

**1/4 PAGE:** 3.875" x 4.875"

**1/6 PAGE:** 2.875" x 4.875"

*\*\*bleed specs include 1/8" bleed that will be cut off in trim.*

*Please keep all text and logos a minimum of 1/2" in from bleed.*



## PRINT SPECIFICATIONS

**Magazine Trim:** 9" x 10.875"

**Printing:** Web offset—SWOP standards apply

**Binding:** Perfect bound

**Bleed Ads:** Extend bleed 1/8" beyond trim on all sides

**Full-page bleed safety:** Type and other image area not intended to bleed or trim must be held at least 1/4" in from trim

### Acceptable Processed File Formats:

**PDF:** PDF/X-1a is the preferred PDF format. PDF version must be 1.3 (Acrobat 4.0 compatible) and images CMYK and between 200–400 ppi at 100% of final image size used.

**InDesign:** Version CS5, CS6 or CC preferred.

**Illustrator:** Version CS5, CS6 or CC preferred

**.JPG** files are NOT supported as acceptable file formats for ads due to poor quality.

When submitting ads in Native File Format, include all fonts and high-resolution images with the file. All images must be a minimum of 200-400 ppi at 100% of final images size used.

**Ad Submission:** We only allow for digital/online ad submission. Please upload your ad through our client center server at:

**[web.apps.maghub.com/clients/login](http://web.apps.maghub.com/clients/login)**

For any further questions, please contact Creative Director, Erin Seal at [erin.seal@webmediagroup.com](mailto:erin.seal@webmediagroup.com) or by phone 512-567-1177.