

# Specs

## FLOATING ADS:

Full Page Floating: **w:** 7.375" x **h:** 9.548"

Two Thirds Page: 4.683" x 9.548"

Half Page Horizontal: 7.375" x 4.683"

Half Page Vertical: 4.683" x 7.375"

Quarter Page: 3.582" x 4.683"

Third Page Block: 4.683" x 4.683"

Third Page Vertical: 2.271" x 9.548"

Sixth Page Horizontal: 4.683" x 2.25"

**A FLOATING AD** is a "live area" on the page that will be surrounded by white. It does not bleed off the edge of the page, nor does it flow into the gutter of the magazine. You should always supply FLOATING AD artwork with a border surrounding the perimeter measuring the size(s) exactly as indicated here.

Example of  
Quarter  
Page

Example of  
Floating Half Page  
Horizontal

## BLEED ADS:

*add .125" bleed to all 4 sides*

Full Page Bleed: **w:** 8.375" x **h:** 10.8125"

Half Page Horizontal: 8.375" x 5.053"

Third Page Vertical: 2.692" x 10.8125"

Double Truck: 16.75" x 10.8125"

**A BLEED AD** is an area on the page that begins with the same "live area" as a floating ad, but instead of it being surrounded by white, the background color or image extends off the edge of the page. The extended area does not contain any text and extends beyond the shown dimensions by 1/8" to accommodate final trim. No borders please.

live area: 4.683" x 7.375"

extended background: 5.053" x 8.375"

additional bleed: 5.178" x 8.5"

Example of  
Bleed Half Page  
Horizontal

Please supply HIGH resolution, 300 dpi, cmyk **.pdf** document with all fonts embedded

**OR**

Illustrator cmyk **.eps** document with all fonts outlined and images embedded

**OR**

Zip file with cmyk Quark document, fonts and cmyk 300 dpi pictures in separate folders

**OR**

Photoshop cmyk 300dpi **.jpg** that can be converted to a **.tif** with layers flattened, fonts rasterized.

### Not accepted:

True type fonts, spot colors, low resolution images, documents created with Pagemaker, MS Publisher, PowerPoint or Corel Draw. The Publisher reserves the right to refuse any artwork that contains unsuitable content.

### Contact us at:

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Example of  
Bleed Third Page  
Vertical

live area  
extended background  
additional bleed