

Advertising Material Requirements

- We prefer to receive native files in Adobe Illustrator, inDesign or Photoshop format so we can make changes to the files if requested and convert files properly to our settings. Native files must include all supporting art and fonts. We also accept PDF formats. Please make sure you embed the fonts when providing PDF's.
- All related images should be provided as .tif, .psd or Illustrator .eps if a clipping path is utilized and all fonts and spaces converted to outlines to eliminate font issues. File resolution should be a minimum of 300 dpi and all colors should be process (cyan, magenta, yellow, black). NO PANTONE or SPOT COLORS.

Dimensions

Sizes by Decimal Inch

Ad Sizes	Width	Height
Full Page (No Bleed)	7.375"	10.125"
Full Page (With Bleed)	8.625"	11.125"
3/4 Page	5.5"	10.125"
1/2 H. Page	7.375"	5"
1/2 V. Page	3.625"	10.125"
1/3 V. Page	2.3472"	10.125"
1/4 H. Page	7.375"	2.425"
1/4 S. Page	3.625"	5"
1/8 H. Page	3.625"	2.425"
1/8 V. Page	1.75"	5"

Bleed Information:

- Bleed 1/4" past trim on 4 sides
- Trim Size 8.375" 10.875"
- Live Area 7.375" 10.125"

Online Advertising

Web Ads: (280 pixels W x 175 pixels T at 72 dpi)

Digital Video Cover



eNewsletter Advertising

Ad Size: (2400 pixels W x 1350 pixels T at 72 dpi)

