SPECS SHEET

PRINT & DIGITAL
MAGAZINE ADVERTISING

PRINT

MAGAZINE DISPLAY AD SIZES

PAGE TRIM SIZE
9.0" x 10.875"

BLEED ADS
extend 0.25" on all
four sides of trim
(9.5" x 11.375")

FULL PAGE FLOAT
8.5" x 10"
(white border on all sides)

HALF PAGE ISLAND
5.2" x 7"

THIRD PAGE
2.54" x 9.5"

HALF PAGE VERTICAL

HALF PAGE HORIZONTAL
7.875" x 4.5"

THIRD PAGE HORIZONTAL
7.875" x 3"

QUARTER PAGE
3.875" x 4.5"

SIXTH PAGE
2.54" x 4.5"
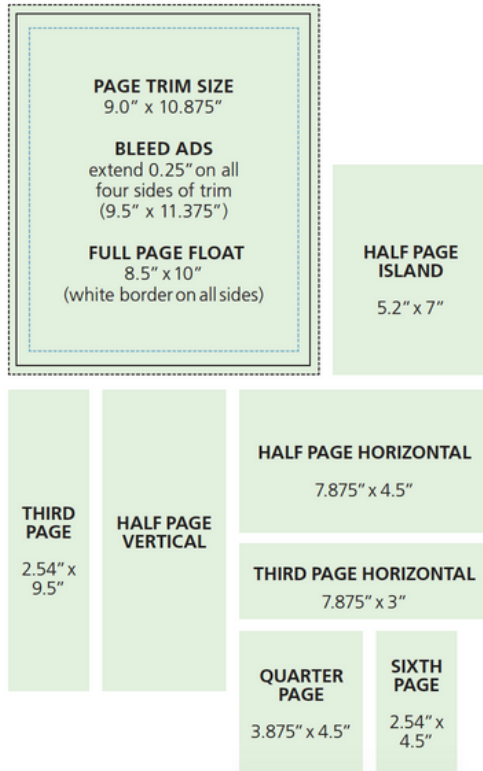
Acceptable File Format: PDF Only
DO NOT INCLUDE CROP OR REGISTRATION MARKS.
We only accept PDF files created to PDF/X-Ia or High Quality Print (CMYK) settings with all fonts images embedded. We do not accept native or EPS files, original art and/or fonts. We are not responsible for ad reproduction if PDF specifications are not met.

Origination, Settings, Color and Resolutions
Document size should be built to specified size with no additional border/white space.

Ads can be originated in any program that will support the creation of Adobe Portable Document Format (PDF) files. Original program files are not acceptable.

All color images must be saved in CMYK. B&W images may be saved as grayscale. Spot, Pantone (PMS) and RGB are not acceptable. We cannot be held responsible for inaccurate color conversion on ads submitted incorrectly.

Embedded image resolution should be at least 300dpi at 100%. We cannot be held responsible for image reproduction is original image is less than specified above.

Any traps, overprints or reverses should be done in native file prior to exporting to High-Quality PDF. Full page bleed ads should be created to the trim size of the publication PLUS ADDITIONAL ¼" BLEED. For bleed, background should extend at least 1/8" (18pts) on all four sides of ad. DO NOT INCLUDE CROP OR REGISTRATION MARKS.

Color Proofs/Digital Reproduction
To ensure color matching, every color ad should be accompanied by a color proof, sized at 100% and appearing exactly as the advertiser expects. Some ad elements may appear to print correctly on ink-jet or laser printers but will not print correctly on press. The Monitor is not liable for the final color output if a proof is not supplied.

Print Display Ad Sizes
All ad sizes are shown as width x height.
Full Page Float . . . . 8.5" x 10"
Full Page Trim . . . . 9" x 10.875"
Full Page Bleed . . . . 9.5" x 11.375"
Half Page Island . . . . 5.2" x 7"
Half Page Horizontal . . . . 7.875" x 4.5"
Half Page Vertical . . . . . . 3.875" x 9.5"
Third Page . . . . 2.54" x 9.5"
Third Page Horizontal . . . . 7.875" x 3"
Quarter Page . . . . 3.875" x 4.5"
Sixth Page . . . . 2.54" x 4.5"