Advertising Specifications

AD SIZES - *No bleeds unless indicated*

Full page *vertical* 8.5" x 11" plus .25" bleed

Half-page *horizontal* 7.5" x 4.875" (7 ½" x 4 ⅞")

Quarter-page *vertical* 3.625" x 4.875" (3 ⅝" x 4 ⅞")

FILE FORMATS

We recommend that you provide your ad as a **high-resolution pdf**. However, any of the following formats are acceptable. Please include *your company name* in the file name**.**

PDF (preferred format): Adobe Acrobat high-quality print, high-resolution, CMYK PDF, fonts embedded, no crop marks.

Adobe Illustrator EPS: with images embedded, and all fonts converted to outlines.

Adobe Photoshop TIFF or JPG: 300dpi, CMYK.

Ads submitted in MS Word, Publisher, or PowerPoint are not recommended and additional costs to reproduce your ad may be required.

8.5 x 11"
Trim Size

Full page Ad
vertical
8.5" x 11"
plus .25" bleed

Half-page Ad
horizontal
7 ½" x 4 ⅞"
no bleed

Quarter-page Ad
vertical
3 ⅝" x 4 ⅞"
no bleed

Quarter-page Ad
vertical
3 ⅝" x 4 ⅞"
no bleed