



FULL PAGE
7" (W) x 10" (H) *final size*

FULL PAGE BLEED
9" (W) x 11.5" (H) *full bleed size*
8.5" (W) x 11" (H) *trim size*
8" (W) x 10.5" (H) *live area*



2/3 PAGE VERTICAL
4.75" (W) x 10" (H) *final size*

1/2 PAGE VERTICAL ISLAND
5" (W) x 7" (H) *final size*



1/2 PAGE VERTICAL
3.5" (W) x 10" (H) *final size*

1/2 PAGE HORIZONTAL
7" (W) x 4.875" (H) *final size*



1/3 PAGE VERTICAL
2.25" (W) x 10" (H) *final size*

1/3 PAGE SQUARE
4.875" (W) x 4.875" (H) *final size*



1/4 PAGE VERTICAL
3.5" (W) x 4.875" (H) *final size*

1/4 PAGE HORIZONTAL
7" (W) x 2.375" (H) *final size*

It's as easy as 1..2..3!

1) DESIGN YOUR AD TO THE CORRECT SIZE
USING THE GUIDE OPPOSITE, FIND THE CORRECT SIZE FOR YOUR AD AND DESIGN IT ACCORDINGLY. GETTING THIS FIRST STAGE CORRECT WILL ENSURE TIMELY PROCESSING OF YOUR AD AND REDUCE THE RISK OF EXTRA COSTS BEING INCURRED IF WE HAVE TO RESIZE

2) DESIGN YOUR AD USING ONE OF THE CORRECT FILE FORMATS

THE PREFERRED FILE SPECS FOR SUPPLIED ADS ARE:

- * PDF FILE
- * ALL FONTS & IMAGES EMBEDDED
- * CMYK COLOR
- * RESOLUTION 300dpi OR GREATER

WE ARE HOWEVER, ABLE TO PROCESS A VARIETY OF OTHER FILE FORMATS FROM BOTH PC AND MAC. WHILE NOT OUR PREFERRED FORMAT, WE WILL ALSO ACCEPT THESE FILES (IN ORDER OF PREFERENCE):

- * EPS
- * TIFF
- * JPEG

ALL FILES MUST BE SUPPLIED:

- * CMYK COLOR
- * RESOLUTION 300dpi OR GREATER

IF NONE OF THE ABOVE CAN BE SUPPLIED, WE WILL ALSO ACCEPT NATIVE FILES SUCH AS ADOBE INDESIGN, ILLUSTRATOR, QUARKXPRESS, MICROSOFT WORD OR PUBLISHER. REMEMBER TO ALSO SEND ALL IMAGES AND FONTS. SUPPLYING NATIVE FILES INCREASES THE POTENTIAL FOR INCURRING FILE FORMATTING COSTS.

3) SUPPLY YOUR AD IN A TIMELY MANNER

CONSULT THE ADVERTISING SCHEDULE TO ENSURE YOUR INCLUSION FOR THE NEXT ISSUE. ALL FILES TO BE SUPPLIED TO OUR ADVERTISING DEPARTMENT:

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