

# Ad Specifications

## Digital Ad Specifications

- Application Files:**
- Adobe Acrobat PDF (Press Optimized)
  - Photoshop TIFF or EPS files.
  - QuarkXPress or InDesign
  - Illustrator EPS files with fonts converted to outlines and images embedded
- (We do not accept word processing documents.)

- Digital Images:**
- 300 dpi
  - Black and White line art (bitmapped TIFF files) should be 1200 dpi.
  - CMYK TIFF, B/W TIFF, or EPS
  - JPEG files and images scanned for online use (RGB at 72 dpi) will not reproduce at magazine-level quality.

- Fonts:**
- Postscript fonts only.
  - No Truetype fonts.

- Color Proofs:**
- If providing a contract proof, it must be a SWOP Standard color proof.
  - We can provide you with a contract proof for a \$45 fee.

## All Files Must be Accompanied by:

- All fonts, original art or scanned art files, and all imported graphics.
- Media clearly labeled with client's name, magazine name, and issue date.

## Sending Files via E-mail and Cloud File Sharing:

- E-mail ad, with client name, magazine name, and issue date to [ads@pfm-group.com](mailto:ads@pfm-group.com). File size: 10MB maximum.
- For any file that is larger than 10MB, please use a cloud file sharing service (Dropbox, WeTransfer, Google Drive, etc.) to share the file with [ads@pfm-group.com](mailto:ads@pfm-group.com).
- Please contact our Production Department for detailed instructions on how to submit your ad.

Advertisements can be purchased only in the sizes listed.

- Full Page ad bleed size is 8<sup>3</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>"
- Publication trim size is 8<sup>1</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>"
- Live area is 7<sup>5</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>8</sub>"
- Keep important images and text at least 1/4" in from trim edge.



2/3 page  
horizontal  
7 x 6-1/2



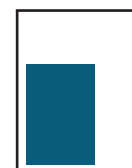
2/3 page  
vertical  
4-1/2 x 10



1/2 page  
horizontal  
7 x 4-7/8



1/2 page  
vertical  
3-3/8 x 10



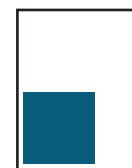
1/2 page  
island  
4-5/8 x 7-3/8



1/3 page  
horizontal  
7 x 3-1/4



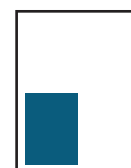
1/3 page  
vertical  
2-1/8 x 10



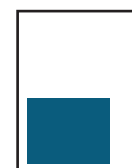
1/3 page  
island  
4-5/8 x 4-7/8



1/4 page  
horizontal  
7 x 2-3/8



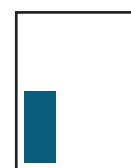
1/4 page  
vertical  
3-3/8 x 4-7/8



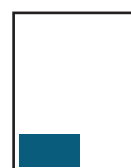
1/4 page  
island  
4-5/8 x 3-1/4



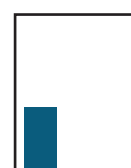
1/6 page  
horizontal  
4-5/8 x 2-3/8



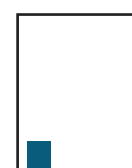
1/6 page  
vertical  
2-1/8 x 4-7/8



1/8 page  
horizontal  
3-3/8 x 2-3/8



1/8 page  
vertical  
2-3/8 x 3-3/8



Distributor Spotlight  
2-1/8 x 2-1/8