

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. 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.
- 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 $8\frac{3}{8}" \times 11\frac{1}{8}"$
- Publication trim size is $8\frac{1}{8}" \times 10\frac{7}{8}"$
- Live area is $7\frac{5}{8}" \times 10\frac{3}{8}"$
- Keep important images and text at least $\frac{1}{4}"$ in from trim edge.

