AD SPEC SHEET

FILE REQUIREMENTS:

300DPI
CMYK
PDF preferred
NO Crop Marks

1/4 PAGE AD
3.625” x 4.75”

1/2 PAGE AD
7.375” x 4.75”

FULL PAGE AD
Live Area: 7.75” x 10.25”
Trim Size: 8.25” x 10.75”
Bleed: 8.75” x 11.25”

0.25” BLEED REQUIRED!



DOUBLE-TRUCK AD
Live Area: 16” x 10.25”
Trim Size: 16.5” x 10.75”
Bleed: 17” x 11.25”

0.25” BLEED REQUIRED!



CONTINUED ON NEXT PAGE

FRONT COVER

Please send us:

1. **A High Res Image** (goes in bottom left circle)
   - 1080px by 1080px MINIMUM
   - .JPEG, .JPG, or .PNG formats
2. **Logo:** Vector or High Res .PNG







CATEGORY SPONSOR

Please send us:

1. **Image:** 7.375” x 5.2”
2. **Paragraph:** 700 Characters (not words)
3. **Logo:** Vector or High Res .PNG



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QUICK REFERENCE SHEET

FILE REQUIREMENTS:

300DPI
CMYK
PDF preferred
NO Crop Marks

FILE SIZES:

- **1/4 PAGE AD**

  3.625” x 4.75”

- **1/2 PAGE AD**

  7.375” x 4.75”

- **FULL PAGE AD (0.25” BLEED REQUIRED!)**

  Live Area: 7.75” x 10.25”
  Trim Size: 8.25” x 10.75”
  Bleed: 8.75” x 11.25”

- **DOUBLE-TRUCK AD (0.25” BLEED REQUIRED!)**

  Live Area: 16” x 10.25”
  Trim Size: 16.5” x 10.75”
  Bleed: 17” x 11.25”

KEY WORDS:

Live Area: Safe area. Place content here.
Trim Size: The actual size of the ad. Anything larger will be cut off/excluded.
Bleed: Required on all full size ads. The bleed gives the printer a small amount of space to account for natural movement of the paper during cutting and provides a buffer for design inconsistencies. In other words, it will be cut off.
Crop Marks: Lines printed in the corners of a publication to show the printer where to trim the paper.