

ADVERTISING SPECIFICATIONS

	<p>FRONT COVER</p> <p>Trim Size 8.25" w x 10.75"h .25 Bleed, .375 Margin</p> <p>Live Area between 2.25" from top and 2.5" from bottom due to magazine logo and inset photo at top and mailing indicia at bottom.</p>	<p>INSIDE SPREAD</p> <p>Trim Size 16.5" w x 10.75" h .25 Bleed, .375 Margin</p>
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BUSINESS CARD

3.625" w x
 2.312" h

QUARTER PAGE

3.625" w x
 4.875" h

THIRD PAGE

7.5" w x 3.25" h

HALF PAGE

7.5" w x 4.875" h

FULL PAGE AND BACK COVER

Trim Size
 8.25" w x 10.75"h
 .25 Bleed, .375 Margin

Live area of ads must be contained within the specified dimensions.

We can accept your artwork as "camera ready" if:

- All files are to be created in CMYK, with 100% blacks, not process black.
- The ad is approved and ready for print.
- They are provided in one of the following formats:
 PDF Files are Recommended — PSD, JPG, TIF or AI files are also acceptable. All files should be saved at a minimum of 300 dpi.
 Photoshop 7.0: — at a minimum of 300 dpi.
 Quark Express 6.5: These files should be saved in Windows format and all images & fonts must be included. Image files sent with quark should be: .jpg or .tif with a minimum of 300dpi. Please do not send .gif files.
- All camera ready ads must be sized to the exact measurements for the contracted ad size to avoid a design charge.

We are a PC shop — All CD/DVDs provided must be formatted for PC's and all files should be saved in PC format. Quark files should be version 6 or earlier.

If graphic images are to be provided — Images must be saved in "PC format," readable by Adobe Photoshop 7.0. Black & White images proved should be scanned or created with a resolution of minimum 300 dpi. Color images for 4-color printing must be a minimum of 300 dpi, saved as CMYK. Images or logos that are taken from a personal or business website generally are low resolution files. Any images taken from webpages are not guaranteed by our design department if they are less than 300 dpi.

MS Publisher and MS Word — We will accept but not guarantee files created with .pub and .doc file extensions.

PAGEMAKER — We will accept but not guarantee files created with Pagemaker. Please send a PDF for comparison.

ADS MUST BE PROVIDED ON CD, DVD or E-MAILED TO: art@aroundtownpublishing.com. Please provide a hard copy with your ad for proofing purposes. We cannot accept hard copies of ads as "camera ready". If the files are too large for email, call for FTP information.