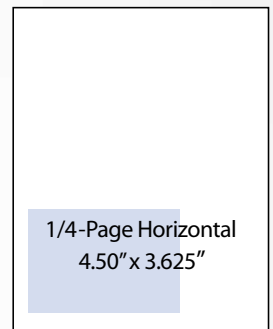
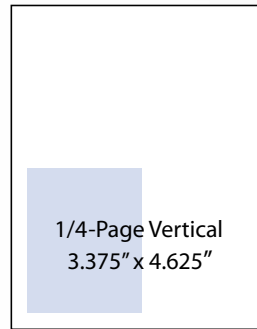
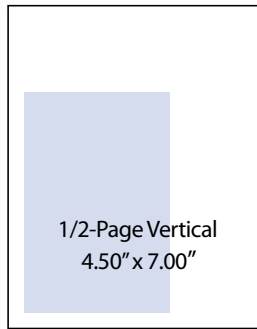
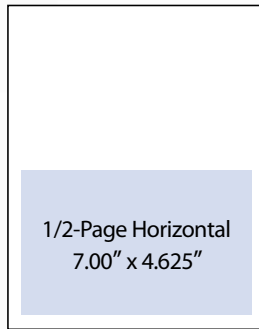
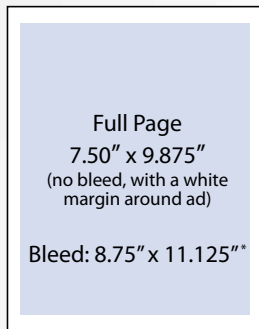
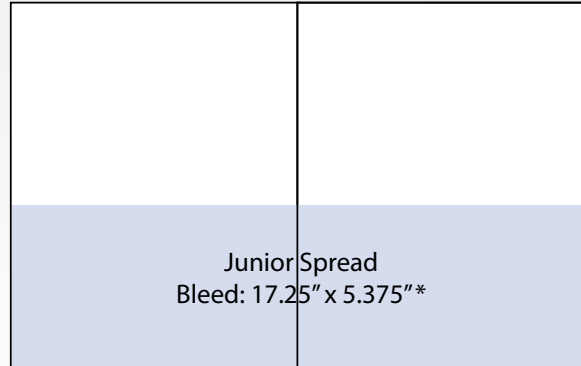
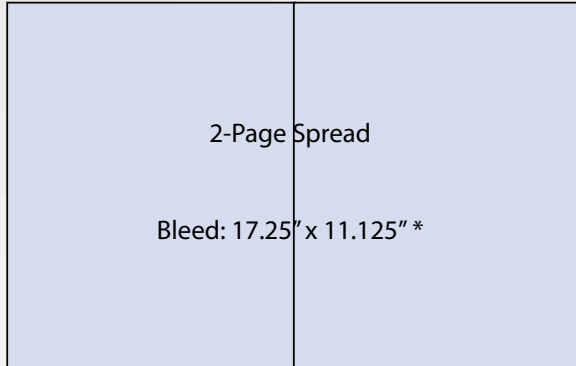


# Print Advertising Sizes



# Web & Newsletter Advertising Sizes

**Leaderboard:** 728x90 pixels

**Medium Rectangle:** 300x250 pixels

**Banner:** 468x60 pixels

Web and newsletter ads should be 72 dpi; JPEG or GIF file types are preferred.

# Print & Digital Specifications

## PRINT SPECIFICATIONS

**Publication trim size: 8.50" x 10.875"**

\*Live copy should be kept at a minimum of .50" from the trim size on all bleeds. Bleed ads need to include a bleed of .125" beyond trim on all sides.

### Acceptable File Types

We accept TIF, JPEG, EPS and PDF files for our print ads. Files may be submitted via e-mail or shared via Dropbox.

### Font Usage

Please ensure that any fonts embedded in EPS files are included. Ad files in PDF format or a rasterized TIF file may be sent without fonts.

### Graphic Issues

You must include all graphics with EPS files. If there are embedded fonts in your graphics, those font files must be included also. For optimal

reproductions, photos should be scanned at a minimum resolution of 300 dpi. Be sure to scan images in at least the size they appear in your ad since enlarging images after scanning reduces resolution. Your files must have a resolution of 300 dpi and be CMYK.

## WEB & NEWSLETTER SPECIFICATIONS

We accept JPEG, PNG, and GIF files for our web ads. Animated GIF ads are acceptable for the website, but not for newsletter insertions. Files may be submitted via e-mail or shared via Dropbox. Your files must have a resolution of 72 dpi and be RGB.