



CREATIVE. MEDIA. SOLUTIONS.™

ADVERTISING SPECIFICATIONS FOR 850 BUSINESS MAGAZINE

FULL PAGE (BLEEDS) 8.625" x 11.125"	FULL PAGE (NO BLEEDS) 7.25" x 10"	1/2 PAGE VERTICAL 3.5" x 10"	1/2 PAGE HORIZONTAL 7.25" x 4.875"	1/8 PAGE 3.5" x 2.312"	1/4 PAGE 3.5" x 4.875"
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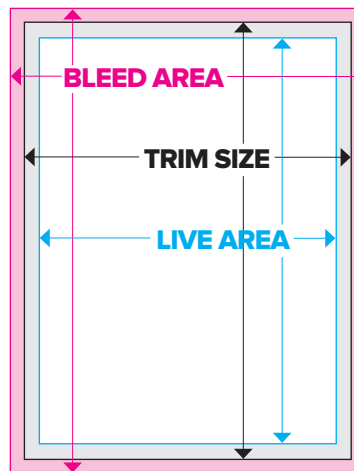
PUBLICATION SIZES

TRIM SIZE – is the actual size of the magazine.

BLEED AREA – Any image or colored area touching the edge of the trim on a full page bleeds or double-page spreads size **MUST** be extended 0.125" beyond the trim size. Live area is where all your contents should stay within, such as Heading, Sub-Heading, Copy, Inset Photos, Contact Info, etc. Final artwork for full-bleed full page ads should be sized at 8.625" x 11.125." Final artwork for double page spreads with bleeds should be 17" x 11.125."

Any final supplied art file without proper bleed will be shrunk to fit in the live area, which will cause white area all around the ad. Please keep all live materials .375" from the trim on all sides. On two-page spreads, leave 1.75" gutter for all live material.

FULL PAGE TRIM SIZE – 8.375" x 10.875" (using a 7.25" x 10" live area).



SIZING

SIZE	TRIM	LIVE AREA	BLEED
DOUBLE PAGE SPREAD	16.75" x 10.875"	16" x 10"	17" x 11.125"
FULL PAGE BLEEDS	8.375" x 10.875"	7.25" x 10"	8.625"x11.125"
FULL PAGE NO BLEEDS	N/A	7.25" x 10"	N/A
1/2 PAGE VERTICAL	N/A	3.5" x 10"	N/A
1/2 PAGE HORIZONTAL	N/A	7.25" x 4.875"	N/A
1/4 PAGE	N/A	3.5" x 4.875"	N/A
1/8 PAGE	N/A	3.5" x 2.312"	N/A

SPECIAL NOTICE TO ADVERTISERS: Coupons are not permitted on ads.

ACCEPTABLE MEDIA

ELECTRONIC ADS

Deliver in the following ways:

FORMATS – Acrobat press-ready PDF (8.0 or earlier), Adobe InDesign (18.0 or earlier), Adobe Illustrator (27.1 or earlier), Adobe Photoshop (22.5.1 or earlier). NO MICROSOFT programs (ie: Publisher/Word).

ON DISK – CDs, DVDs (Macintosh or cross-platform formatted).

ELECTRONIC UPLOAD – For large file transfers, please visit rowlandpublishing.com and click "Submit Files" at the top of the page. Please send ONE self-extracting, stuffed, zipped or PDF file. For more information and assistance, contact us at production@rowlandpublishing.com or (850) 878-0554.

All fonts, unless converted to outlines, and graphic files must be included. Photos must be at least 300 dpi at 100% size, in CMYK. Any materials that are not prepared to specifications by deadline will be billed at prevailing rates for preparation.