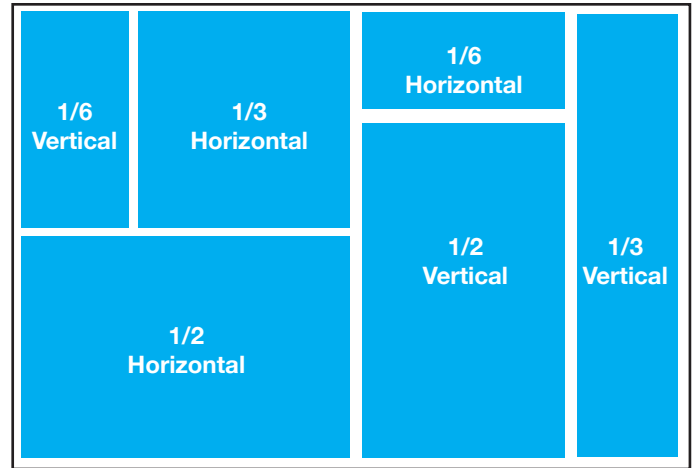
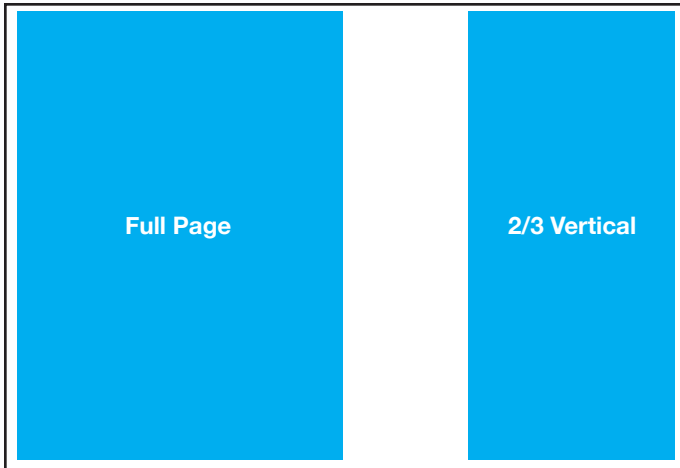


Please note: A new trim size is effective with the August 2011 issue.



Trim Size

(9 x 10.875)

The actual physical size of the finished publication.

Live Area

(7.875 x 9.875)

The area of the page occupied by the ad's images and text. All images and text must be within the boundaries of this area, except images which are intended to 'bleed' off the page.

Bleed Area

(9.25 x 11.125)

The .125" area used for ink to 'bleed' off the edges of the page so that no white edges occur when the publication is cut to Trim Size. Crop marks must also be offset by .125".

* Ad Specifications

The magazine trim size is 9 x 10.875

Trim size is effective beginning with the August 2011 issue

ADVERTISING SPECS

	Inches Wide	Inches Deep
Full Page Ad (full bleed)	9.25	11.125
Trim	9	10.875
Live Area	7.875	9.875
Full Page Ad (non bleed)	7.875	9.875
2/3 Vertical	5.1875	9.875
1/2 Vertical	5.1875	7.3125
1/2 Horizontal	7.875	4.8125
1/3 Square	5.1875	4.8125
1/3 Vertical	2.5	9.875
1/6 Horizontal	5.1875	2.3125
1/6 Vertical	2.5	4.8125
1/12 Square (available for special sections only)	2.5	2.3

SPREAD SPECS

Double Page Spread with bleed (DPS)	18.25	11.125
Trim	18	10.875
1/2 Page Double Spread with bleed	18.25	5.25
Trim	18	5.125

* Digital Art Specs

▶ **Digital Files**

- ▶ Digital files should be supplied in PDFx/1a format with CMYK color (no spot colors).
- ▶ Files can be emailed if the file size does not exceed 5MB (2000K). All files exceeding 5MB should be supplied via CD or uploaded to our website (see below).
- ▶ Ads that need revisions should be submitted as a packaged Adobe InDesign folders (with fonts & links), Illustrator (with fonts & embedded graphics), or Photoshop (with fonts if used). Submit Adobe version CS3 (or later).
- ▶ Resolution should be at least 300 dots-per-inch (dpi) at 100% for all images and at least 600 for line art.
- ▶ Line screen is 133.
- ▶ Press gain or loss should be to be expected. We cannot guarantee 100% colour accuracy.
- ▶ All bleeds must extend 1/8" on each side – this ONLY applies to full page ads, double page spreads and 1/2 double page spreads. All other ads do not need bleed.

▶ **Email ads to :**

art@memphismagazine.com
please cc your account executive.

▶ **Files may be uploaded to our ftp site:**

www.memphismagazineads.com

In-house ad production is available.