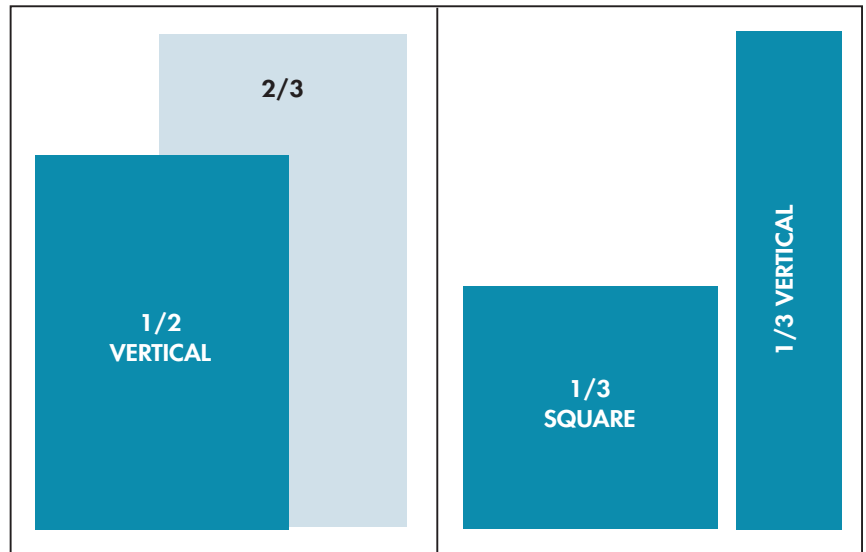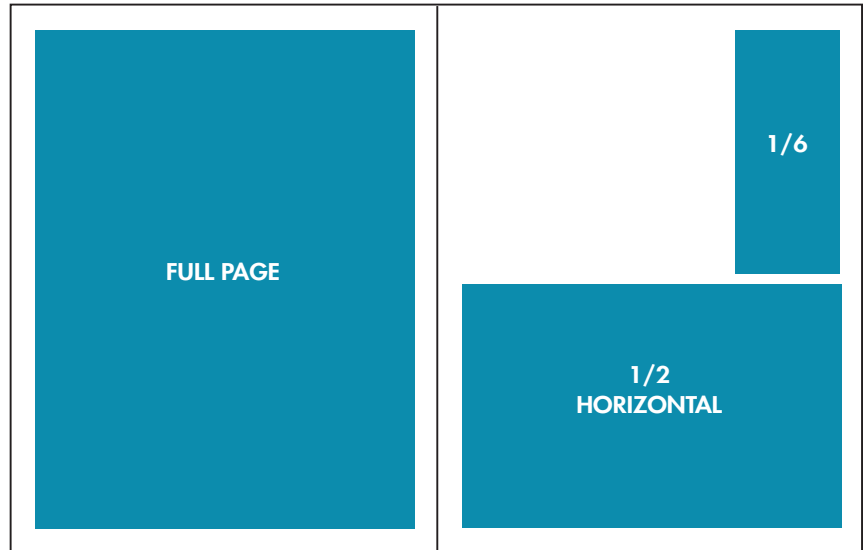# Ad Specs

## WIDTH X HEIGHT

Page Trim Size . . . . . . . . 8.25 x 10.875

Full-Page Live Area . . . . . . 7.25 x 9.875

Full-Page Bleed[1] . . . . . . . 8.5 x 11.125

Two Page Spread Trim[2] . . . . 16.5 x 10.875

Two Page Spread Live[2] . . . . 15.5 x 9.875

Two Page Spread Bleed[2] . . 16.75 x 11.125

2/3 Page . . . . . . . . . 4.75 x 9.875

1/2 Page Horizontal . . . . . 7.25 x 4.875

1/2 Page Vertical . . . . . . . . 4.75 x 7

1/3 Page Square . . . . . . 4.75 x 4.875

1/3 Page Vertical . . . . . 2.25 x 9.875

1/6 Page . . . . . . . . . 2.25 x 4.875

[1] All copy should be within .375 from page trim edge
[2] Allow 1/4" minimum space each side of gutter.

## MECHANICAL REQUIREMENTS

- Prints all 4-color process.

- **ELECTRONIC FILES ONLY** – print-optimized PDF files are preferred. The following applications are also supported: InDesign, Illustrator and Photoshop. Must include all imported logo/photo files and all Type 1 or Open Type Postscript fonts used. Ads created in Microsoft Word, Publisher, Excel or Powerpoint are not supported.

- Ads may be emailed in a Stuffit file to ads@cityscenemediagroup.com. Subject line should include publication name and issue date.

- Color ads **MUST** be submitted as CMYK. Photos should be scanned at 300 dpi, line art at 600 dpi. **Images taken from the Internet are 72 dpi and are not suitable for print.**

- Ads not supplied in the correct size or format will be subject to a $50 per hour charge to correct or convert materials.

**The Publisher is not responsible for typographic or print errors if materials are supplied incorrectly.**

FULL PAGE

1/6

1/2 HORIZONTAL

2/3

1/2 VERTICAL

1/3 SQUARE

1/3 VERTICAL

**Ad production services are available upon request.**

## cityscene media group

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