Print Specifications

IMPORTANT:

❌ Please DO NOT include any printer's marks (crops, registration, or color bars, etc.)

❌ On Full Page and Spread ads please double-check bleed is set to .25" on all sides

Full Page

Trim: 8.375" x 10.875"

Bleed: 8.875" x 11.375"
==Extend artwork .25" past trim on all 4 sides.==

Live Area: 7.875" x 10.375"
Keep all pertinent text & imagery within this space. Minimum recommended safety is 3/8" inside the trim line

Double Page Spread

Trim: 16.75" x 10.875"

Bleed: 17.25" x 11.375"
==Extend artwork .25" past trim on all 4 sides.==

Live Area: 16.25" x 10.375"

Gutter: 1" center, no text

Half Page

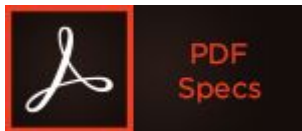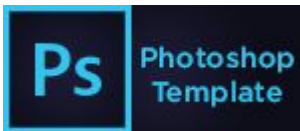**Size:** 7.875" x 5"

Contain within .5 border if needed
No Bleed

1/6 Page

Horizontal: 5" x 2.5"

Vertical: 2.5" x 5"

Floating Ads -- No Bleed

Full Page Templates Available

InDesign Template

Illustrator Template

Photoshop Template

PDF Specs

Click icon to initiate template download

File Requirements

Preferred File Format:

• Press Ready High Resolution PDF

• Resolution: 300 DPI

• Color Format: CMYK only

• Quality: Maximum

• Compress text & line art

Other File Formats Accepted:

High Resolution, unlayered TIFF

Resolution: 300 dpi Color: CMYK, process

File Submission

For files under 10MB, please email advertisement to:
production@goipw.com

Files are also accepted through Drop Box, Google Drive or other digital file delivery methods.

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Digital Specifications

Banner 728 x 90

728 x 90 Banner | GIF, JPG, PNG | Max file size: 200 kb

Rectangle 336 x 280

336 x 280 Rectangle | GIF, JPG, PNG | Max file size: 200 kb

File Requirements

RESOLUTION: 72dpi // Color: RGB // Format: GIF, JPG, PNG

Remember: Include in your email the URL to which the advertisement should be directed when clicked.

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