

# Mechanical Requirements

## Standard Advertising Sizes

	width x height
1/12 Page.....	2.5" x 2.125"
1/6 Page (vertical).....	2.5" x 4.875"
1/6 Page (horizontal).....	5.125" x 2.375"
1/3 Page (vertical).....	2.5" x 10"
1/3 Page (block).....	5.125" x 4.875"
1/2 Page (vertical).....	5.125" x 7.5"
1/2 Page (horizontal).....	7.875" x 4.875"
2/3 Page.....	5.125" x 10"
Full Page ( <b>trim size</b> ) .....	8.375" x 10.75"
Full Page (with bleed).....	8.625" x 11"
Back Cover.....	7.875" x 8.875"
2 Page Feature.....	16.25" x 10"
2 Page Feature (with bleed).....	17" x 11"

## Targeted Networking Classified Sizes

*Classified ads are sold by the column inch. There are five columns per page. Each column is 1.5 inches wide. A column inch is 1.5 inches wide by 1" deep.*

*Classified ads must be at least as many inches deep as they are columns wide.*

*(Example: a 5 column ad must be at least 5 inches deep)*

## Artwork Specifications:

Publishing Concepts requests electronic files of all advertisements.

- We prefer that ads be submitted as high resolution **PDFs** with all color **CMYK**, all photos **300 DPI** at the size they are used and **all fonts embedded** in the PDF.
- We use **Quark XPress** and **Adobe InDesign** for page production and files submitted in either of these programs should be accompanied by all support graphics and all fonts used in the document.
- We accept graphics created in **Adobe Photoshop** and **Adobe Illustrator**. We prefer that vector graphics be saved in the .ai format, with fonts turned to outlines and photos saved in .psd or .ai formats with the resolution 300 DPI at the size they will be used.

Spot colors are 4-color process; exact PMS colors are not available and match cannot be guaranteed.

Ads may be e-mailed to the Production Department at [production@pcipublishing.com](mailto:production@pcipublishing.com)

(Please indicate the magazine in which the ad is to appear.)

If Production assistance is needed, please contact the Production Department at:

501-221-9986 or 800-561-4686 or by email at [production@pcipublishing.com](mailto:production@pcipublishing.com).



**Publishing Concepts, Inc.**

**501.221.9986** or **800.561.4686**

Fax 501.225.3735

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