

AD SPECIFICATIONS



MEDIA: (formatted for Macintosh)

- Zip Disk (100 MB and 250 MB)
- CD-ROM
- DVD

MACINTOSH SUPPORTED SOFTWARE

- QuarkXpress 6.5
- Adobe Photoshop CS2 (photos only)
- Adobe Illustrator CS2

FILES:

- PDF files preferred.
- All elements in ad must be included with file.
- High resolution, between 266 and 300 dpi.
- Save as CMYK; eps, jpeg or tif.
- TIFF/IT files are not accepted.
- Files compressed only with Aladdin's Stuffit.

PROOF: (Required for all ads)

- Kodak digital proofs
- Epsons
- Color laser (will work as a minimum)
- Press proof required with each ad. AAA H&A Publishing shall not be held responsible for reproduction if no proof is provided.

FONTS:

- Use Postscript Type 1 fonts only.
- Adobe Multiple Master Fonts and TrueType fonts are not accepted.
- Include screen & printer fonts and those used in eps files.
- Always use real typeface. Do not use application to apply styles (i.e. Bold, Italic, Outline, Shadow, Underline).

E-MAIL DELIVERY:

- E-mail to: ataylor@hamedialogroup.com.

FTP DELIVERY:

- Must be compressed.
- FTP address: **Host: ads.hamedialogroup.com**

DISCLAIMER:

- Any reflowing of text in layout because file was not ripped through a high-end output device, 600 dpi or above, will not be the responsibility of the magazine.
- Ads not conforming to correct sizes will not be used.
- Extra charges may apply if materials are received in IBM software. Call for pricing.

Magazine	Width	Height	Travel Directory
2 Page Spread (Live Area)	15" (15.0)	10" (10.0)	1" 2.25" x 1"
2 Page Spread (Trim Size)	15 ⁷ / ₈ " (15.875)	10 ¹³ / ₁₆ " (10.8125)	2" 2.25" x 2"
2 Page Spread (Bleed)	16" (16.0)	11 ¹ / ₁₆ " (11.0625)	3" 2.25" x 3"
Full Page (Live Area)	7" (7.0)	10" (10.0)	4" 2.25" x 4"
Full Page (Trim Size)	7 ⁷ / ₈ " (7.875)	10 ¹³ / ₁₆ " (10.8125)	
Full Page (Bleed)	8 ¹ / ₈ " (8.125)	11 ¹ / ₁₆ " (11.0625)	
²/₃ Vertical (Live Area)	4 ⁵ / ₈ " (4.625)	9 ¹ / ₂ " (9.5)	
²/₃ Vertical (Trim Size)	5 ¹ / ₂ " (5.5)	10 ⁷ / ₈ " (10.8125)	
²/₃ Vertical (Bleed)	5 ³ / ₄ " (5.225)	11 ¹ / ₁₆ " (11.0625)	
¹/₂ Horizontal (Live Area)	7" (7.0)	4 ³ / ₄ " (4.75)	
¹/₂ Horizontal (Trim Size)	7 ⁷ / ₈ " (7.875)	5 ⁵ / ₈ " (5.625)	
¹/₂ Horizontal (Bleed)	8 ¹ / ₈ " (8.125)	5 ⁷ / ₈ " (5.875)	
¹/₂ Vertical	4 ⁵ / ₈ " (4.625)	7 ¹ / ₈ " (7.125)	
¹/₃ Square	4 ⁵ / ₈ " (4.625)	4 ⁵ / ₈ " (4.625)	
¹/₃ Vertical	2 ¹ / ₄ " (2.25)	9 ¹ / ₂ " (9.5)	
¹/₆ Horizontal	4 ⁵ / ₈ " (4.625)	2 ³ / ₈ " (2.375)	
¹/₆ Vertical	2 ¹ / ₄ " (2.25)	4 ³ / ₄ " (4.75)	
¹/₁₂ Page	2 ¹ / ₄ " (2.25)	2 ¹ / ₄ " (2.25)	

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Unless requested, CDs will not be returned