PRESS-READY AD GUIDELINES

**BASIC REQUIREMENTS:** A press-ready PDF, EPS with all text outlined or a flattened TIFF. All ads must be high resolution, at least 300 dpi. The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles. All PMS colors MUST be converted to CMYK. **Fonts should be converted to outlines.** Austin Fit Magazine does not accept files created in Microsoft Publisher, Microsoft Word or Microsoft Powerpoint.

**SUBMISSION INSTRUCTIONS:** All press-ready ads must be submitted no later than the 7th day of the month the ad is schedule to run. Ads may be submitted by email to ads@austinfitmagazine.com.

If your ad requires design please contact your AFM ad representative for further information regarding pricing and your specific design needs.
Bleed area: 8.875”x11.375”: Photos or graphics must extend to this size if you want a bleed.

Trim size: 8.375”(w) x10.875”(h): Anything outside of this will be trimmed.

Full Page

Live Area: 7.875”x10.375”
No text or logos outside of this area.

**Live Area** - The area on a page where you can safely place body copy or other important information.

**Bleed** - Extra image that extends beyond the edge of the page. When trimmed this ensures the ad will not have a white line down the edge due to cutting variation during printing.

**Trim** - The edge of the printed page after bleed has been cut off.

Note: Not to scale

*All images must be 300 DPI and CMYK, fonts must be converted to outlines*
Half Page Horizontal

Live Area: 7.625” x 4.8125”
No text or logos outside of this area

Note: Not to scale

*All images must be 300 DPI and CMYK, fonts must be converted to outlines
Document size: 3.8125”(w) x 10.375”(h). Anything outside of this will be not print

Half Page Vertical

Live Area: 3.5625” x 10.125”
No text or logos outside of this area

Live Area - The area on a page where you can safely place body copy or other important information.

Document Size - The edge of the printed document. Images may extend to this size.

Note: Not to scale

*All images must be 300 DPI and CMYK, fonts must be converted to outlines
Quarter Page

Live Area: 3.5625" x 4.8125"
No text or logos outside of this area

**Live Area** - The area on a page where you can safely place body copy or other important information.

**Document Size** - The edge of the printed document. Images may extend to this size.

*All images must be 300 DPI and CMYK, fonts must be converted to outlines*
(opt.) Bleed area: 3.1" x 11.375": Photos or graphics must extend to to this size if you want a bleed

Trim size: 2.8"(w) x 10.875"(h) Anything outside of this will be trimmed

Third Page

Live Area: 2.25" x 10.575"

No text or logos outside of this area

**Live Area** - The area on a page where you can safely place body copy or other important information.

**Trim** - The edge of the printed page after bleed has been cut off.

Note: Not to scale

*All images must be 300 DPI and CMYK, fonts must be converted to outlines*
Sixth Page

Live Area: 2.15" x 4.85"
No text or logos outside of this area

Live Area - The area on a page where you can safely place body copy or other important information.

Document Size - The edge of the printed document. Images may extend to this size.

*All images must be 300 DPI and CMYK, fonts must be converted to outlines

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