

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@austinfitmazine.com.

Bleed area: 8.875"x11.375": Photos or graphics must extend to 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

Half Page Horizontal

Live Area: 7.625" 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.

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

Document size: 3.8125"(w) x 5.0625"(h) Anything outside of this will be not print

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

Document size: 2.3"(w) x 5"(h) Anything outside of this will not print

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 impor-
tant 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