

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.

	Full Page
	Tan Tago
	e Area: 7.875"x10.375"
No text of	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	been out on.

^{*}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

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.

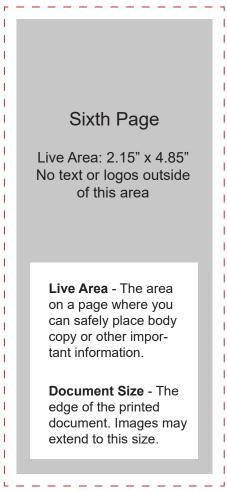
Note: Not to scale

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.

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Trim size: 2.8"(w) x 10.875"(h) Anything outside of this will be trimmed Third Page Ī Live Area: 2.25" x 10.575" 1 No text or logos outside ī of this area Live Area - The area on a page where you can safely place body copy or other important information. ī Trim - The edge of the printed page after bleed has been cut off. Note: Not to scale

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