

# PRINT AD GUIDELINES

## APPLICATIONS

Adobe Acrobat, Illustrator, InDesign, Photoshop, QuarkXPress.

## PREFERRED FORMAT

PDF (Press Optimized with no RGB or Spot Colors).

*Photoshop files created for any ad configuration that contains a bleed, must be set to bleed size before saving as a PDF.*

## OPEN FILES

Collect all elements used to construct the file: layout, images, art and fonts. Export InDesign Documents as "In Design Interchange" (.inx) files.

## IMAGE FORMATS

300 DPI or higher. Image Mode is CMYK Color or Grayscale. Color Type is Process.

## COLOR

All ads must be converted to CMYK. The use of Pantone/Spot colors may incur additional charges if used.

## FONTS

Do not apply "Style Attributes" to copy (Bold, Italic, etc.). Use the actual Bold or Italic font.

## TRAPPING

Set all type and elements on top layers to knockout. If overprint is specified for desired effect, do not knockout.

## PROOF

Submit PDF file or hard copy. Include additional instructions on proof.

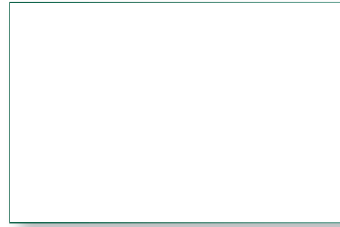
## SUBMISSION

Please email your ad to: [admin@mgigmedia.com](mailto:admin@mgigmedia.com). If you have any questions, please contact Eric Gesualdo at: [egesualdo@mgigusa.com](mailto:egesualdo@mgigusa.com) or by phone at 727-612-8826.

## AD SIZES

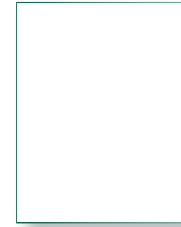
Live Area for Full Page is 7"x10"

Live Area for Two Page Spread is 15"x10"



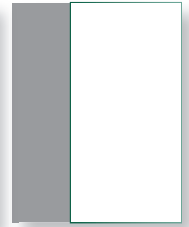
**Two Page Spread**

\*15.75 x 10.75"



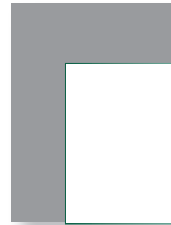
**Full Page**

\*7.875 x 10.75"



**2/3 Vertical**

4.5625 x 10"



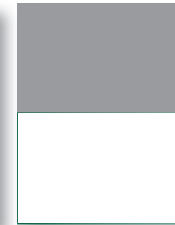
**1/2 Island**

4.5625 x 7.5"



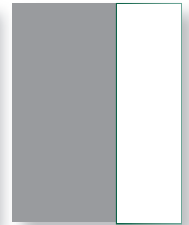
**1/2 Vertical**

3.375 x 10"



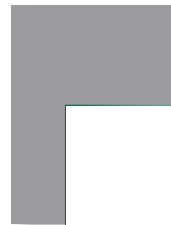
**1/2 Horizontal**

7 x 4.875"



**1/3 Vertical**

2.1875 x 10"



**1/3 Square**

4.5625 x 4.875"



**1/4 Vertical**

3.375 x 4.875"



**1/2 Horizontal Spread**

14.875 x 4.875"

\*\*15.75 x 5.25"

\* For Bleed Settings add 1/8" (.125") to Top, Bottom, and Sides

\*\* Document Trim Size for Bleed, then add 1/8" (.125") to Top, Bottom, and Sides

## PRINT AD RATES

Type	Rate	Type	Rate
Spread	\$4,500	1/2 Page	\$1,500
1/2 Page Spread	\$2,500	1/3 Page	\$1,250
Full Page	\$2,500	1/4 Page	\$1,000
2/3 Page	\$1,750		