

FirstAmericanArt MAGAZINE

SPEC SHEET: HALF-PAGE AD, HORIZONTAL

Ad Sizes

A half-page ad can either have **NO BLEED**, that is, the images only extend to the margins, or a **BLEED**, with the design extending slightly beyond the printed page that is trimmed down to size.

No Bleed: 7.8125" W × 4.875" H

Bleed: The exterior dimensions are 8.875" W × 5.9375" H, which include a 0.25" bleed on all sides. (Two sides of the bleed will be eliminated, but the ad must be designed for any placement: top, bottom, left, right. Ads submitted with only partial bleeds will be returned to redesign.)

Trim Size: 8.375" W × 5.4375" H (edge of the page)

Safety Margin: Don't put any important text or logos closer than 0.25" to the edge of the paper. This interior space is 7.785" × 4.9375".



Formatting

All images for ads must be high-resolution—at least **300 DPI** at 100 percent size. We accept EPS, TIFF, or PDF files. PDF/X files are preferred. Colors should be converted to **CMYK** mode for four-color printing.

Please remove all printer's marks, including crop marks and registration marks.

Do *not* use **SPOT COLORS**. Colors should all be CMYK or greyscale.

All rates are based on receipt of camera-ready ad materials, sized to exact dimensions (unless otherwise specified). Files supplied in formats other than those listed above or those that require manipulation, corrections, or repairs are subject to additional production charges.

We reserve the right to decline any advertisements that we judge to be inappropriate for any reason. *First American Art Magazine* is a Papyrus font-free publication.

Templates for InDesign and Photoshop are available online at FirstAmericanArtMagazine.com/advertising.



Submitting Files

Any files up to 25 megabytes can be emailed directly to: adsfaam@gmail.com. Files larger than 25 megabytes can be sent through free FTP services, such as WeTransfer (wetransfer.com), Google Drive (drive.google.com), etc. We will confirm via email when we receive your files and will contact you if we have questions.