

Roswell LIFE advertising spec sheet | submitting an ad

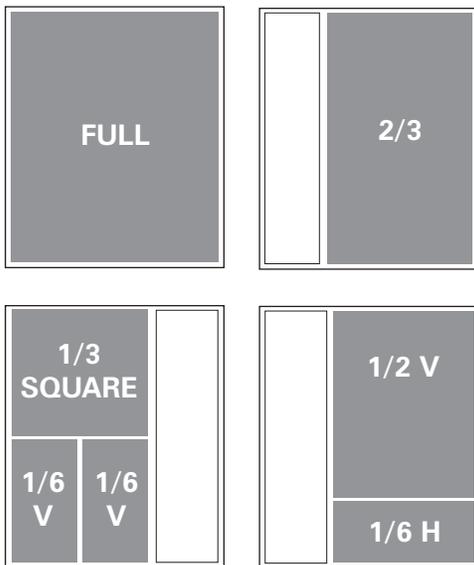
accepted ad sizes

non-bleed ads no trimming	width	height
FULL PAGE	7.375	9.75
2/3 PAGE	4.75	9.75
1/2 PAGE VERTICAL	4.75	7.25
1/3 PAGE SQUARE	4.75	4.75
1/6 PAGE VERTICAL	2.25	4.75
1/6 PAGE HORIZONTAL	4.75	2.25

ads with bleed size after trimming

ads with bleed size after trimming	width	height
TWO PAGE SPREAD	17.25	11.375
FULL PAGE	8.375	10.875
BACK COVER	8.375	10.875

Sizes listed for ads with bleed are the final trim size for the ads. PLEASE add 0.25" bleed all the way around the ad and save file with this bleed before sending.



contact information:

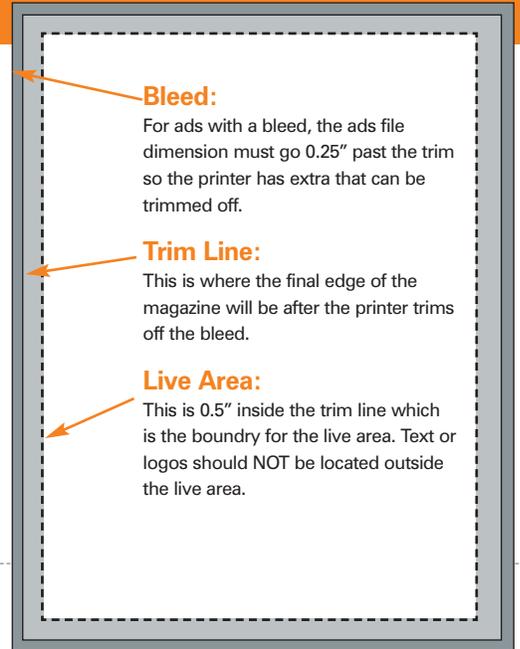
Questions?
Call (575) 333-4444 x14 or email
debra@ziapublishing.com

submit your ad:

Email your ad to
materials@ziapublishing.com or
contact us for FTP upload information.

Publication Trim size: 8.375" x 10.875"

Full Page Non-Bleed
(Live Matter): 7.375" x 9.75"



ad design specifications

All RGB or spot colors should be converted to CMYK.

PDF, EPS, TIFF, and JPEG files are accepted.

Ads must be submitted at 300dpi

SUBMITTING YOUR AD CHECKLIST:

- ✓ **SPELLCHECK**
Check your ad for misspelling or typographical errors.
- ✓ **HIGH RESOLUTION GRAPHICS**
Unless you are using high resolution graphics or photos from a professional stock site or designer: Do not use photos or artwork downloaded from the internet. Due to their low 72 dpi resolution they will not print correctly.

ADS WITH A BLEED

- ✓ **CORRECT BLEED**
Ad with bleed has the correct 0.25" bleed.
- ✓ **TEXT IS WITHIN TRIM LINE**
Ad with bleed should not have any text or logos within 0.5" of the trim line.
- ✓ **CROP MARKS**
Ad with bleed should be submitted with crop marks to insure proper alignment and placement on the page.