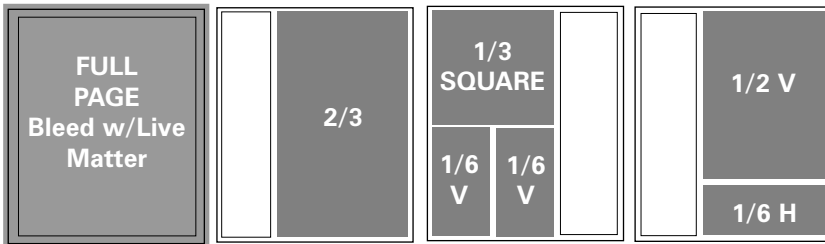


**accepted ad sizes**

Publication Trim size — 8.375" x 10.875"

unit size	width	height
<b>FULL PAGE BLEED / COVERS</b>	8.875"	11.375"
<b>FULL PAGE TRIM SIZE</b>	8.375"	10.875"
<b>FULL PAGE LIVE MATTER [NON-BLEED]</b>	7.375"	9.75"
<b>2/3 PAGE VERTICAL BLEED</b>	5.50"	11.375"
<b>2/3 PAGE VERTICAL TRIM SIZE</b>	5.25"	10.875"
<b>2/3 PAGE VERTICAL LIVE MATTER</b>	4.75"	9.75"
<b>2/3 PAGE VERTICAL</b>	4.75"	9.75"
<b>1/2 PAGE VERTICAL</b>	4.75"	7.25"
<b>1/2 PAGE HORIZONTAL [SPECIAL SECTION ONLY]</b>	7.375"	4.75"
<b>1/3 PAGE SQUARE</b>	4.75"	4.75"
<b>1/6 PAGE VERTICAL</b>	2.25"	4.75"
<b>1/6 PAGE HORIZONTAL</b>	4.75"	2.25"
<b>1/6 PAGE CO-OP [SEE SPECS BELOW]</b>	1.675"	1.75"

NOTE: Final trim sizes for ads with bleed require a .25" bleed plus .5" between text (live matter) and trim. PLEASE add 0.25" bleed all the way around the ad and save file with this bleed before sending. PLEASE do not allow text to go into non-live matter space.

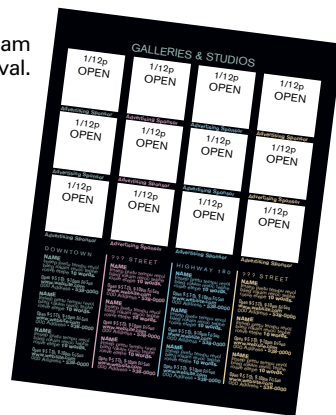


**1/6 page co-op section**

We need the following materials and our design team will put it together and send you a proof for approval.

**300 dpi photo** 1.6875" wide x 1.75" deep  
**10-word description** to fit on 2 lines 1.6875" long

**3 line address which includes:**  
hours  
website address  
business address • phone number



**contact information:**

Questions?  
Debra Sutton x14  
debra@ziapublishing.com  
materials@ziapublishing.com

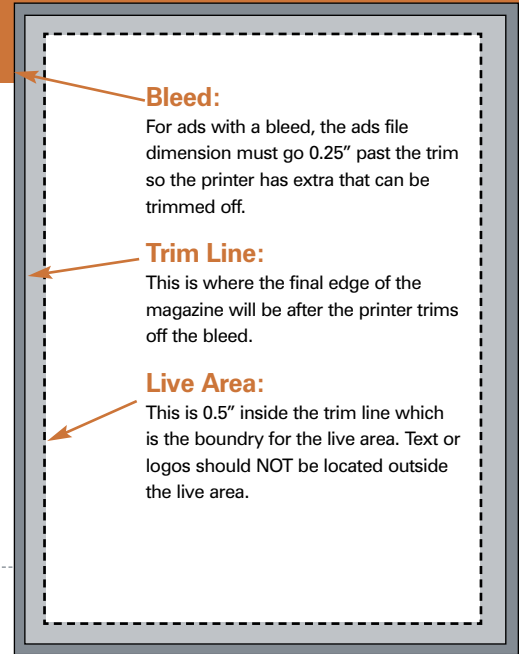
Yessica Nograro-Borquez x17  
yessica@ziapublishing.com  
materials@ziapublishing.com

**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"



**Bleed:**

For ads with a bleed, the ads file dimension must go 0.25" past the trim so the printer has extra that can be trimmed off.

**Trim Line:**

This is where the final edge of the magazine will be after the printer trims off the bleed.

**Live Area:**

This is 0.5" inside the trim line which is the boundary for the live area. Text or logos should NOT be located outside the live area.

**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.