

PAINT & DECORATING

RETAILER

Advertisement Specifications

Ad Sizes (width x height)

full page: 8.125" x 10.875"
bleed size: 8.375" x 11.125"
live/safety: 7.625" x 10.375"

1/2 page island:
4.5" x 7.5"

1/4 page
(square)
3.375" x 4.875"

1/2 page
(vertical)
3.375" x 10"

1/3 page
(vertical)
2.125" x 10"

2/3 page (vertical):
4.5" x 10"

1/3 page
(square)
4.5" x 4.875"

1/6 page
(vertical)
2.125"
x
4.875"

1/2 page (horizontal)
7" x 4.875"

Digital Ad Requirements

Preferred Format:

Hi-res PDF from CMYK files at 300 dpi. **Be sure all images in your ad are at 300 dpi placed at 100% in document.** Convert any spot color(s) to CMYK.

Full page ads:

Final trim is 8.125" x 10.875" (8 1/8" x 10 7/8"), and full page bleed size is 8.375" x 11.125". Keep live matter at least 1/2 inch from final trim to avoid copy or images getting lost in gutter or too close to trim.

Available for
ad index page only:
1/9 page
2.125" x 3.125"

For more information contact Jo Ann Ray at
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