

# AD SPECIFICATIONS

## ELECTRONIC ADS

All ads must be submitted digitally (on disk or via FTP site) and are due on ad materials deadline.

We support the latest versions of the software below. Macintosh platform only:

- Adobe Photoshop CS 8.0 (for Mac or PC)
- Adobe Illustrator CS 11.0 (for Mac), for ads created in Illustrator, please convert type to outlines.
- QuarkXPress 6.0 (for Mac or PC)

Line Screen: 133

Density: Overall printing density of all colors should not exceed 265%.

Trim and Bleed: Keep all live matter .437" in from trim. Bleeds should extend .125" out from trim.

## DISK TYPES

Ads can be submitted on the following removable media:  
• Floppy disk • Zip disk (100 MB) • CDs

## PDF FILES

PDF files are accepted.

PDF files should be CMYK and have type and hi-res images embedded. Files can be sent to our FTP site (see reverse for instructions). Please fax us a copy of the ad at 608.270.3642.

## INCLUDE WITH YOUR DISK

### ELECTRONIC AD CHECKLIST

(Provided by *Madison Magazine*)

### DISK DIRECTORY AND PROOF

(Printed list of all files on the disk, printed proof of the ad)  
Color proofs **must** be provided with all color ads.  
Laser proofs **must** be provided with black-and-white ads.

<b>FULL</b> LIVE AREA: 7.25"x9.875" TRIM SIZE 8.375"x10.75" BLEED: EXTEND .125" ON ALL FOUR SIDES	<b>2/3</b> 4.75"x9.875"	<b>1/3 V</b> 2.25" x 9.875"
--	----------------------------	--------------------------------------

<b>1/2 H</b> 7.25"x4.75"	<b>1/2 V</b> 4.75"x7.25"
<b>1/3 H</b> 4.75"x4.75"	<b>1/6 V</b> 2.25" x 4.75"
	<b>1/6 H</b> 4.75"x2.25"

## < DISPLAY AD SIZES

**Full, bleed:** 8.375" x 10.75"

**Full, no bleed:** 7.25" x 9.875"

**1/3 H:** 4.75" x 4.75"

**1/3 V:** 2.25" x 9.875"

**1/2 H:** 7.25" x 4.75"

**1/2 V:** 4.75" x 7.25"

**1/6 H:** 4.75" x 2.25"

**1/6 V:** 2.25" x 4.75"

## SPECIAL SECTIONS TIPPED IN

### AD SIZES

**Full, bleed:** 7.85" x 10.45"

**Full, no bleed:** 6.625" x 9.375"

**1/3 H:** 4.375" x 4.625"

**1/3 V:** 2.125" x 9.375"

**1/2 H:** 6.625" x 4.625"

**1/2 V:** 4.375" x 7"

**1/6 H:** 4.375" x 2.25"

**1/6 V:** 2.125" x 4.625"

### SPECIAL SIZES

**1/8 H:** 3" x 1.75" (1/10)

**1/4 H:** 3" x 3.875" (1/5)

## AD PRODUCTION

Production services are available. All supplied artwork must be provided as original photographs (prints, slides, or transparencies) illustrations, or digital files. Label all materials with name and return address to ensure delivery.