



# Advertising Spec Sheet

## If N2 is **CREATING** Your Ad

Please supply the following materials to ensure that your ad can be created in a timely manner and returned for approval.

- All **text** to be included in the ad, along with any design requests.
- The **logo** as an EPS file. If you do not have this file, we also accept high resolution PDF, JPEG or TIFF files.
- The **high resolution image(s)** that you would like to include as a JPG, TIFF or PDF file(s).
- If you would like to include a **stock image**, please supply the item # from thinkstock.com.
- If you have a **sample ad** you would like us to refer to while creating your ad, please supply that as well.

## If You Are **PROVIDING** Your Ad

Please follow guidelines below:

- The ad must meet the **required size specifications** of the ad size you have agreed to (see specs to the right).
- Images and logos should have a **minimum resolution of 300 dpi**.
- **Do not submit ad files with crop or trim marks.** Ads must be submitted in the exact dimensions to be accepted as print ready.
- To ensure best quality, please provide the ad as a **print-ready PDF** with all text outlined in a CMYK format. If you cannot provide a PDF file, the following types of files may be accepted: JPG, TIFF, PSD\*, AI\*.

\* Note that all "working" files should have text outlined and graphics/images embedded to avoid issues when opened. The max file size that can be uploaded to the design team is 100 MB. For all larger files a link to the file must be supplied.

## Have A **QUESTION** About What To Do?

Please contact your local Area Director who will be happy to help!

**2 Page Spread\***  
17.5"w x 11.5"h  
Bleed: .25" on all sides  
Trim: 17"w x 11"h  
Live Area: 16"w x 10"h

**Full Page\***  
8.75"w x 11.5"h  
Bleed: .25" on top/bottom  
.125" on left/right  
Trim: 8.5"w x 11"h  
Live Area: 7.5"w x 10"h

**2/3 Page Back Cover\***  
9"w x 7.25"h  
Bleed: .25" on left/right/bottom  
Trim: 8.5"w x 7"h  
Live Area: 7.5"w x 6.5"h

**2/3 Page**  
7.5"w x 6.5"h

**1/2 Page**  
7.5"w x 5"h

**1/2 Page Vertical**  
3.66"w x 10"h

**1/3 Page**  
7.5"w x 3.5"h

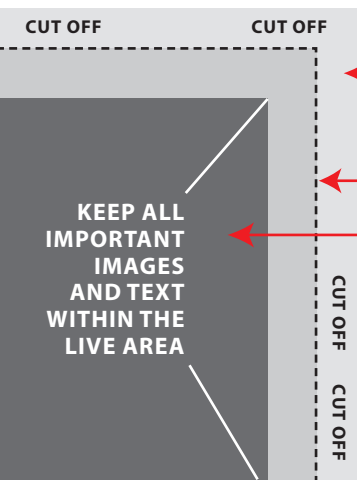
**1/4 Page**  
3.66"w x 5"h

**1/8 Page**  
3.66"w x 2.5"h

**1/16 Page**  
3.66"w x 1.2"h

**1/32 Page**  
1.8"w x 1.2"h

\*FOR MORE DETAILED EXPLANATION PLEASE SEE BOTTOM OF PAGE\*\*



- \*\* BLEED:** This area is trimmed off during the printing process to ensure the ad meets the edge of the publication, extending beyond the trim edge and leaving no white margin. When a document has bleed, it must be printed on a larger sheet of paper and then trimmed down.
- TRIM:** This is the final edge of the publication after the printer trims off the bleed.
- LIVE AREA:** No text or important objects should be located outside the live area, for breathing room and visibility. Our live area is .5" away from the trim. Our automated system cannot visually determine the live area, so any approved ads that do not meet these requirements may be rejected during the ad placement process.

DISCLAIMER: N2 Publishing is not responsible for errors the advertiser fails to correct. The color of your on-screen ad proof and the printed ad may not be exact, and can vary upon publication. Images saved directly from the web are most likely low resolution and rarely convertible to the required resolution for print. Please submit ads/ad materials directly to your local Area Director or Account Executive.