

Ad Sizes for *california* HISTORY

$3\frac{3}{8}$ " wide
VERTICLE
HALF PAGE
x 9" tall

7" wide
FULL PAGE
x 9" tall

$3\frac{3}{8}$ " wide
QUARTER
PAGE
x $4\frac{5}{8}$ " tall

7" wide
HORIZONTAL
HALF PAGE
x $4\frac{5}{8}$ " tall

All sizes are maximum dimensions.
Bleeds must not exceed dimensions.

V 86 #4

June 18, 2009

July 20, 2009

TBA

Specifications for submission of digital ad files

The printer prefers ad art to be submitted as follows:

In the application that it was created, i.e. QuarkXpress, Illustrator

Application file with fonts and images included

Fonts--Type 1 postscript

Images--300 to 600 dpi tiff. Tiff files are preferred, but if only jpeg is available it must be at the highest resolution (10-12)

Line art--1200 dpi tiff

PDF files are accepted. All images and fonts must be embedded.