

FINETIX MAGAZINE

2017 Magazine Ad Guide

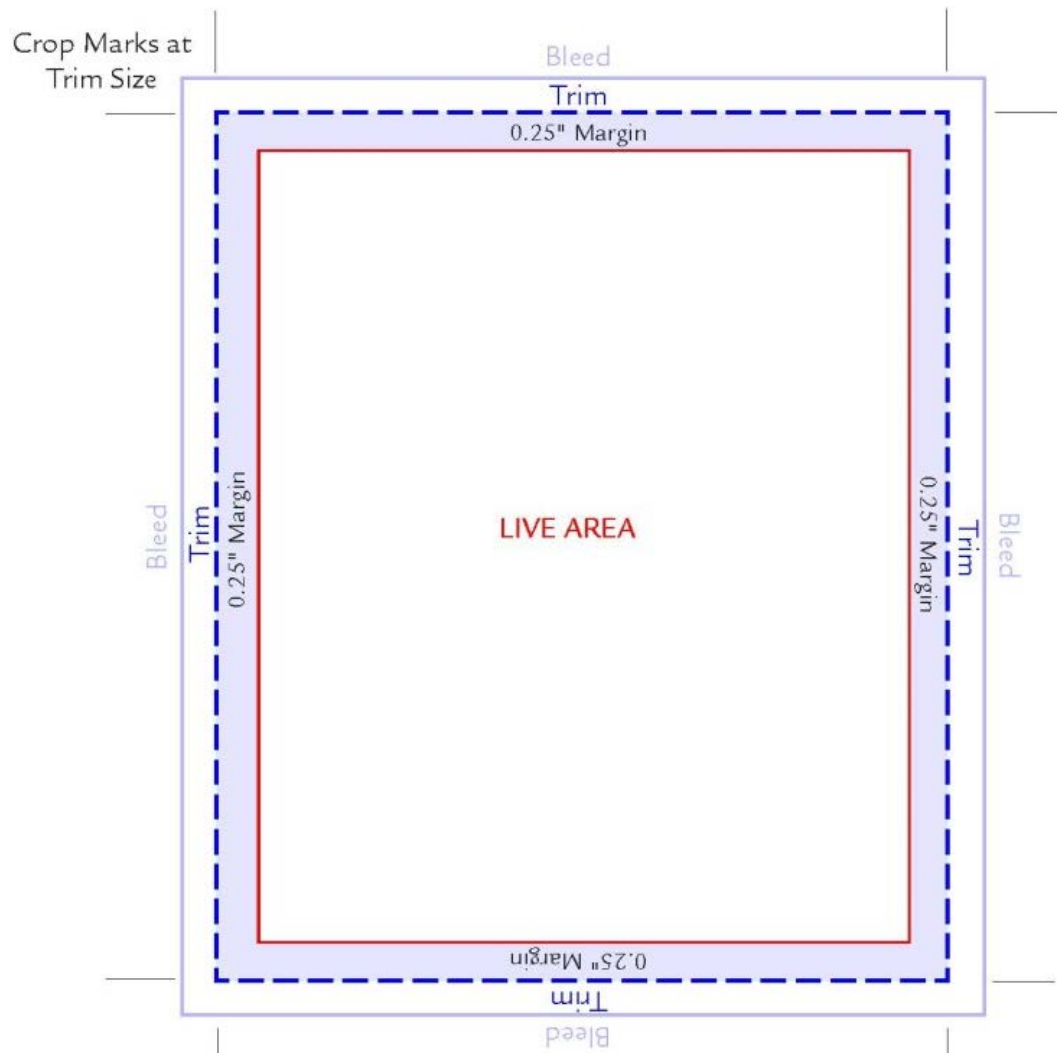
Specifications for supplied ads - please read carefully

PUBLICATION SPECS

- Printing: Web Offset/Digital
Specification for Web Offset Publications (SWOP) standards apply
- Binding: Saddle stitch
- Trim Size: 8.5" x 11"
- Live Area: 7.5" x 10"
- Bleed: 1/8"

AD REQUIREMENTS

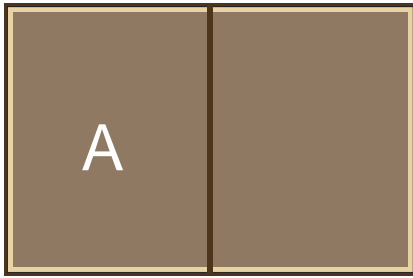
- All ads must be at least 300 dpi, including all text and images contained in the ad.
- Line screen: 150
- PDF/X1a is the preferred file format.
- Ads must include bleed (1/8") where noted above (*).
- *Safety*: All live matter must be kept 1/4" inside trim dimensions on all four sides.
- Please use CMYK for all color ads.



SUBMISSION DETAILS

- Files should be emailed to info@finetixmagazine.com
- One ad per PDF file. Spread materials must be supplied as two individual pieces. Please do not send one piece for a two page spread.
- **All digital ads can link to your website or email. If you would like this feature in the digital edition of the guide, please provide links with the ad.**

Print Ad Display Sizes



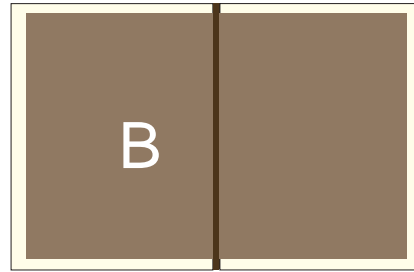
Spread full page bleed

Bleed untrimmed: 17.25" x 11.25"

Page trim size: 17" x 11"

Live area: 16.5" x 10.5", 0.25" in from trim

NOTE: Image bleeds over gutter, 0.50 of the middle is lost in gutter.



Spread full page non-bleed

Ad size: 16" x 10"

NOTE: Image bleeds over gutter, 0.50" of the middle is lost in gutter.



Full page bleed

Bleed untrimmed: 8.75" x 11.25"

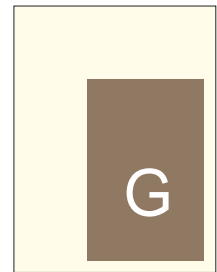
Page trim size: 8.5" x 11"

Live area: 8" x 10", 0.25" in from trim



Full page non-bleed

Ad size: 7.5" x 10"



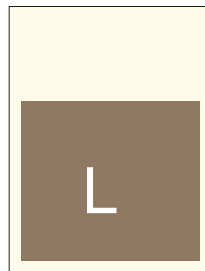
1/2 page island

Ad size: 4.913" x 7.375"



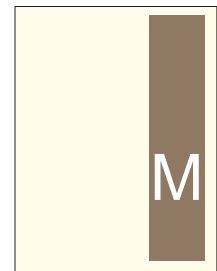
2/3 page non-bleed - vertical

Ad size: 4.833" x 10"



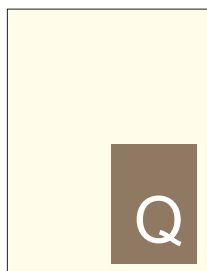
2/3 page non-bleed - horizontal

Ad size: 7.5" x 6.5"



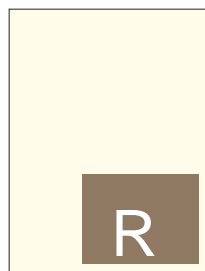
1/3 page non-bleed - vertical

Ad size: 2.16" x 10"



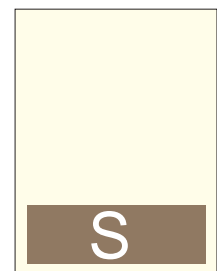
1/4 page non-bleed

Ad size: 3.50" x 4.75"



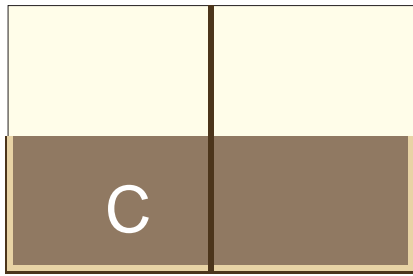
1/4 page non-bleed - rectangle

Ad size: 4.913" x 3.4375"



1/4 page non-bleed - horizontal

Ad size: 7.50" x 2.125"



Spread half page bleed - horizontal

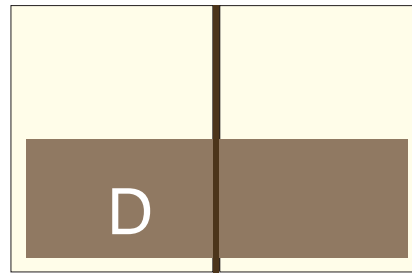
Bleed untrimmed: 17.25" x 5.625"

Ad trim size: 17" x 5.50"

Live area: 16" x 5.25", 0.25" in from trim

NOTE: Image bleeds over gutter, 0.50" of the middle is lost in gutter.

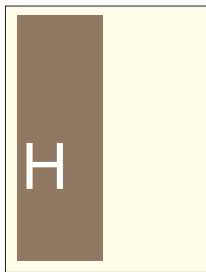
NOTE: Ad bleeds on 3 sides from trim



Spread half page non-bleed - horizontal

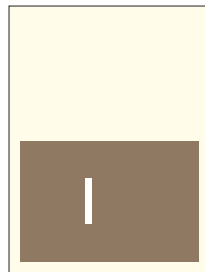
Ad size: 15.50" x 4.75"

NOTE: Image bleeds over gutter, 0.50" of the middle is lost in gutter.



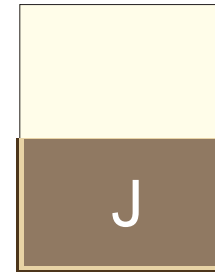
1/2 page non-bleed - vertical

Ad size: 3.50" x 10"



1/2 page non-bleed - horizontal

Ad size: 7.5" x 4.75"



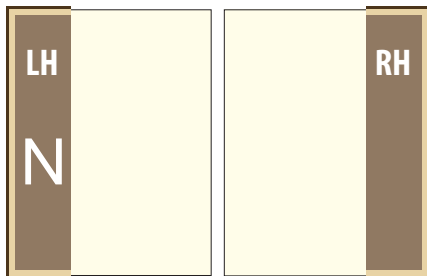
1/2 page bleed - horizontal

Bleed untrimmed: 8.75" x 5.375"

Ad trim size: 8.50" x 5.25"

Live area: 8 x 5", 0.25" in from trim

NOTE: Ad bleeds on 3 sides from trim



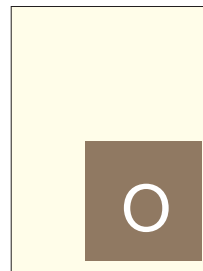
1/3 page bleed - vertical

Bleed untrimmed: 2.791" x 11.25"

Ad trim size: 2.66" x 11"

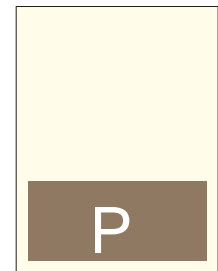
Live area: 2.416" x 10.50", 0.25" in from trim

NOTE: Ad bleeds on 3 sides from trim



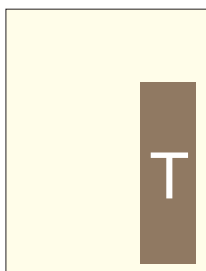
1/3 page non-bleed - square

Ad size: 4.913" x 4.75"



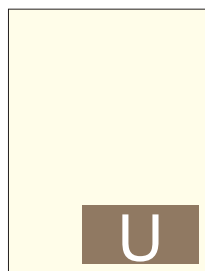
1/3 page non-bleed - horizontal

Ad size: 7.50" x 3"



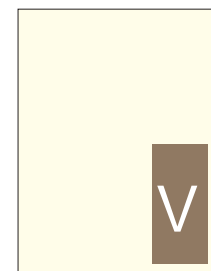
1/4 page non-bleed - vertical

Ad size: 2.16" x 7.375"



1/6 page non-bleed - horizontal

Ad size: 4.913" x 2.125"



1/6 page non-bleed - vertical

Ad size: 2.16" x 4.75"