

ad specifications



PREPARATION OF ADS:

SOFTWARE: Macintosh format application files preferred. Files should be provided in InDesign, QuarkXpress, or Adobe Photoshop. Illustrator files are also accepted saved as an EPS with fonts outlined.

FONTS: Send all Postscript and True Type fonts used in the file if applicable.

COLOR: The file should be defined as process/CMYK – never as RGB, index, lab, or spot colors.

IMAGE RESOLUTION: Digital photographs/continuous tone images should be 300 dpi; line art/illustrations should be 1200 dpi.

IMAGE LINKS: You must embed all images in your file. In addition, you must send all raw, EPS and TIFF files used in your document. Fonts must be embedded in EPS images or turned to outlines.

PROOFS: You must include a finalized, high resolution CMYK proof at 100% of size.

FORMATS: TIFF, PSD, INDD or PDF file formats preferred

EMAIL: Files in PDF format or compressed smaller than 5MB may be emailed to us at publisher@awomanshealth.com

FTP: Files of any size may be sent to our FTP site. Please contact publisher@awomanshealth.com for further instructions of using our FTP site.

SENDING FILES:

EMAIL: Files in PDF format or compressed smaller than 5MB may be emailed to us at publisher@awomanshealth.com

FTP: Files may also be sent to our FTP site. For instructions on using our FTP site, please contact Omni Health Media at publisher@awomanshealth.com

CD OR ZIP: Files may be sent to:

Via FedEx or UPS:

Women Magazine
Omni Health Media
Attn: Production Manager
491 North Main Street, Suite 200
Ketchum, ID 83340

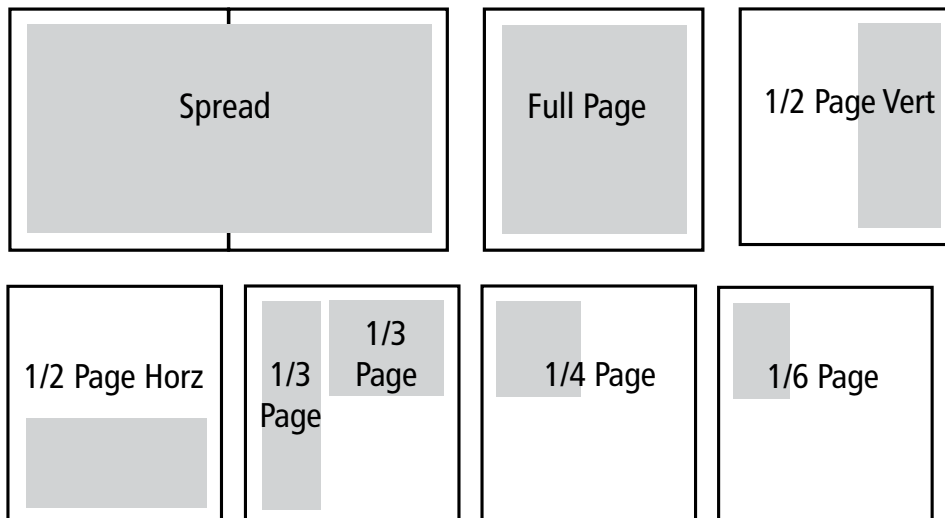
via USPS:

Women Magazine
Omni Health Media
Attn: Production Manager
PO Box 2581
Ketchum, ID 83340

For instructions on submitting Insert/BRC Materials,
please contact us at publisher@awomanshealth.com

AD DIMENSIONS:

DOCUMENT SIZE AND BLEED	Trim	Live Area	Bleed
SPREAD (full bleed only)	18 x 10.875	17.5 x 9.625	18.25 x 11.125
FULL PAGE	9 x 10.875	8 x 9.625	9.125 x 11.125
HALF PAGE VERTICAL (may bleed 3 sides)	4.5 x 10.875	3.625 x 9.625	4.75 x 11.125
HALF PAGE HORIZONTAL (may bleed 3 sides)	9 x 5.4375	8 x 4.795	9.25 x 5.6875
1/3 PAGE (may bleed 3 sides)	2.75 x 10.875	2.513 x 9.625	3 x 11.125
1/4 PAGE (no bleed)	NA	3.625 X 4.795	NA
1/6 PAGE MARKETPLACE (no bleed)	NA	2.513 x 4.795	NA
1/3 PAGE MARKETPLACE (no bleed)	NA	5.292 x 4.795	NA
1/2 PAGE MARKETPLACE (no bleed)	NA	8 x 4.795	NA
FULL PAGE MARKETPLACE (no bleed)	NA	8 x 9.75	NA



Ad sizes displayed are approximate, and do not show bleeds. Please use the physical dimensions above when building your ad.

PLEASE UTILIZE THE EMAILS OR PHONE NUMBERS BELOW TO BE DIRECTED TO THE APPROPRIATE CONTACT:

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