

# ***SOUTHWINDS*** MAGAZINE

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941-795-8704

## Magazine Display Advertising Specifications

|                        | <b>Size<br/>Trim Size</b> | <b>Width<br/>8.25</b> | <b>Height<br/>10.75</b> |
|------------------------|---------------------------|-----------------------|-------------------------|
| Full Page              |                           | 7.25                  | 9.75                    |
| Full Page Bleed        |                           | 8.75                  | 11.25                   |
| Half Page – Horizontal |                           | 7.25                  | 4.75                    |
| Half Page - Vertical   |                           | 3.5                   | 9.75                    |
| 1/3 Page – Square      |                           | 7.25                  | 3.25                    |
| 1/3 Page – Island      |                           | 4.75                  | 7.25                    |
| 1/4 Page – Square      |                           | 3.5                   | 4.75                    |
| 1/4 Page - Horizontal  |                           | 7.25                  | 2.25                    |
| 1/6 Page – Horizontal  |                           | 3.5                   | 3.25                    |
| 1/6 Page - Vertical    |                           | N/A                   | N/A                     |
| 1/8 Page – Horizontal  |                           | 3.5                   | 2.25                    |
| 1/8 Page - Vertical    |                           | N/A                   | N/A                     |

Please note: Ads must be in a vertical format only. Only full page ads can bleed off the page. If multiple pages are submitted, they must be provided as individual pages (not spreads) with at least 1/8” grind in gutter per page

**Digital Specifications:** Please give this helpful sheet to your ad designer to save the most amount of money possible on your ad. *SOUTHWINDS* is printed on **newsprint** and ads require different specs than ads for slick or glossy paper.

- Follow specific ad sizing as listed above. Allow for bleeds (full pages only) when applicable.
- Submit ads as high resolution PDF files (300 dpi/CMYK color).
- All fonts outlined, if applicable.
- **No rich black.** If you have never prepared an ad for **newsprint** you may not be aware of the following: Black text must be on black plate (do not spread). All black, text and images, must be just black and not stacked or created from other colors. Newsprint registration cannot handle black in that format. **Please check your logos for this, too, as they are often overlooked.**
- Southwinds is not responsible for reproduction from furnished materials.
- **Allow 10% color variance on print run.**
- Materials received after deadline, publisher reserves the right to reformat materials to correct specifications at advertiser’s expense. Send ads to: [editor@southwindsmagazine.com](mailto:editor@southwindsmagazine.com)

## We Can Create Your Ad:

- We need your photos(s), descriptive copy, logo, address, website, phone and fax number
- Photos should be 300 dpi jpg format
- Logos must be provided as black and white camera-ready art or high resolution jpg