

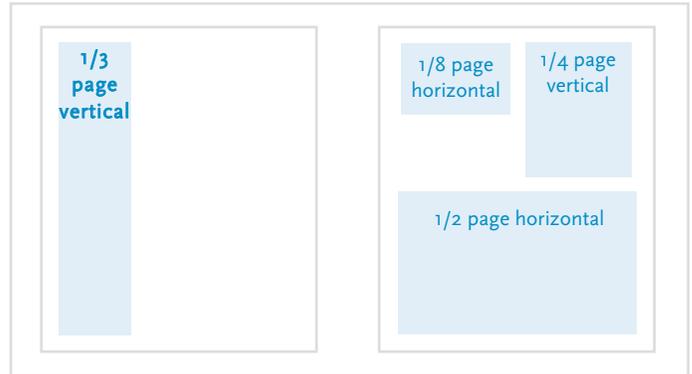
Poets & Writers

DISPLAY ADVERTISING SPECS

SEND ALL ADVERTISING MATERIALS TO AMY FELTMAN AT ADCOPY@PW.ORG

AD SPACE DIMENSIONS

Ad Size	Width x Height
Full page	6.6875" x 8.81"
Full page, full bleed*	8" x 10.25"
Third page vertical	2.13" x 8.81"
Half page horizontal	6.6875" x 4.1875"
Quarter page vertical	3.25" x 4.1875"
Eighth page horizontal	3.25" x 2"



MAGAZINE DIMENSIONS

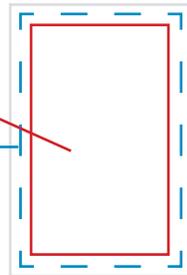
7.75 x 10 inches. Perfect Bound.

*FULL BLEED

Live Area: 0.4" from the trim line.
Keep critical text and images within this area

Trim Line: The actual size of the page
| 7.75" x 10"

Bleed line: 1/4" outside of the trim line



NEW TITLES SECTION

COVER IMAGE FILE (FORMAT: PDF OR TIF)

- Size: High-res image of the book cover
- Color: CMYK ONLY
- Resolution : 300dpi

AD TEXT FILE (FORMAT: DOC OR RTF)

- Title of book or journal
- Author
- Publisher or press name (optional)
- One website URL
- 60 words maximum of descriptive text

DESIGN NOTES

GENERAL NOTES

- Resolution: at least 300 dpi
- Format: PDF or TIFF
- Borders: No floating white space. Ad must have defined border
- Full bleed: Important text and images at least 1/4" inside trim line
- Crop marks are not needed
- Size: Ad must be cropped to exact dimensions (see Dimensions)
- No "Knockout" design elements
- Ads with incorrect specs may be sent back, causing delay

COLOR ADS

- CMYK ONLY
- No RGB, no ICC profiles, no pantone colors
- Color ads not in CMYK will be converted to CMYK, which may affect the color values.

BLACK AND WHITE ADS

- B & W ads: Grayscale or CMYK containing only "K" (black)
- Black and white ads containing CMY will be converted to grayscale, which may affect the black and white values.

UNSUPPORTED FONTS

The following font families are unsupported by our printer. If you'd like to use any of the following fonts in your ad design, please also include a layered design file for us to work with.

- Roboto
- Segoe
- Oxygen
- Rokkitt
- Lato
- Kalinga
- Coustard
- Antonio
- Kartika
- OldPress