

# Standard Ad Specifications

Share with your graphic designer or art director to achieve the best results possible for your ad.

## Ad Sizes

Ads may be submitted in PDF or alternate formats in the following sizes:

Measured in Inches, W x H	
2-page spread bleed	17 x 11.125
2-page spread	15.75 x 9.875
Full page bleed	8.625 x 11.125
Full page	7.375 x 9.875
2/3 vertical	4.75 x 9.875
1/2 vertical	4.75 x 7.375
1/3 vertical	2.25 x 9.875
1/3 square	4.75 x 4.875
1/6 vertical	2.25 x 4.875
1/6 horizontal	4.75 x 2.375
1/12 square	2.25 x 2.375

## Ad Formatting

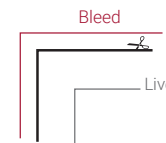
**Preferred format:** PDF file (press optimized, CMYK, fonts embedded). If a PDF file is inconsistent with Encore's ad specifications, the ad will be returned to the advertiser for modification, or run as submitted.

**Alternate ad formats:** InDesign, Illustrator, Photoshop. Should a submitted file require modification to meet these ad specifications, the advertiser will be notified that it may be subject to production charges at \$80 an hour.

**Unacceptable formats:** PDFs created using PDF Writer, Publisher, Corel, Word, Excel or PowerPoint.

**Modifications to ads:** Should a submitted file require modification to meet Encore's ad specifications, the advertiser will be notified that the ad may be subject to production charges. Encore reserves the right to substitute fonts.

**Page bleed and live area:** Full-page ads with elements or images that go to the edge of page must include an additional 1/8" around all edges. Keep essential elements within the live area to avoid being trimmed off.



## Page & Print Specifications

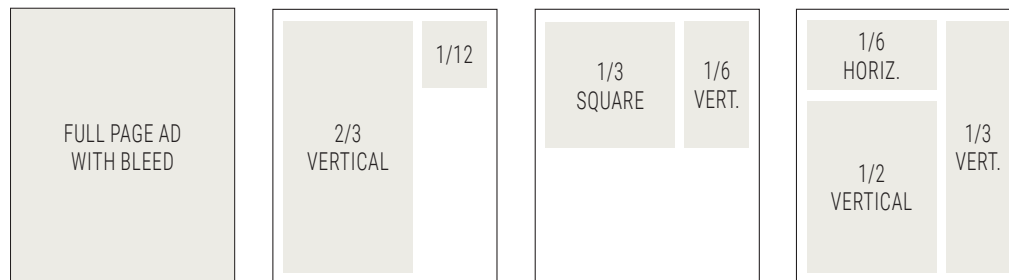
Three Columns	2.25 (column) / 0.333 (gutter)
Page Size	8.375 x 10.875
Bleed Size	8.625 x 11.125
Live Area	7.375 x 9.875
Printing	Heatset web offset
Color	4-color process (CMYK)
Resolution	Photos 300 dpi, line art 1200 dpi

## Deadlines

Ad materials are due one week after the space closing date of each publication. Your Account Executive will provide the appropriate deadlines for your customized schedule.

## Proofs

If you have any concerns about color fidelity with your ad, we recommend that you submit a contract quality digital color proof.



**encore**  
connecting arts, culture  
and community

# Digest Ad Specifications

Share with your graphic designer or art director to achieve the best results possible for your ad.

### Ad Sizes

Ads may be submitted in PDF or alternate formats in the following sizes:

Measured in Inches, W x H	
Full page bleed	5.625 x 8.625
Full page	5.375 x 8.375
1/2 horizontal	4.625 x 3.6875
1/2 vertical	2.1875 x 7.5
1/4 vertical	2.1875 x 3.6875

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**Page bleed and live area:** Full-page ads with elements or images that go to the edge of page must include an additional 1/8” around all edges. Keep essential elements within the live area to avoid being trimmed off.

### Page & Print Specifications

Two Columns	2.0625 (column) / 0.25 (gutter)
Page Size	5.375 x 8.375
Bleed Size	5.625 x 8.625
Live Area	4.375 x 7.375
Printing	Heatset web offset
Color	4-color process (CMYK)
Resolution	Photos 300 dpi, line art 1200 dpi

