

Seasons of the 208



PRINT AD SPECIFICATIONS

| | |
|--|--------------|
| Full Page with Bleed..... | 8.65 x 11.15 |
| 1/2 Page Horizontal..... | 7.5 x 4.95 |
| 1/2 Page Vertical..... | 3.7 x 10 |
| 1/3 Page Horizontal..... | 7.5 x 3.3 |
| 1/4 Page Vertical..... | 3.7 x 4.95 |
| 1/4 Page Horizontal | 7.5 x 2.4 |
| 1/8 Page Horizontal | 3.7 x 2.5 |
| 1/8 Page Horizontal (Good Reads Only)..... | 7.5 x 1.2 |

Electronic files can be accepted only as TIFF, EPS, JPG, PNG, PDF
(all must be high resolution).

Minimum 300 DPI at 100% of print size. Above sizes are width first then height.

| | | | |
|--|-----------------------------------|-----------------------------------|---|
| <p>Full page with bleed</p> <p>Black outer line is the bleed area. White is the live area. All text and logos should be kept within .25" of the trim.</p> | <p>1/2 page horizontal</p> | <p>1/2 page vertical</p> | <p>1/3 page horizontal</p> |
| <p>1/4 page vertical</p> | <p>1/4 page horizontal</p> | <p>1/8 page horizontal</p> | <p>for "good reads" Idaho author book advertisements only</p> <p>1/8 page horizontal</p> |