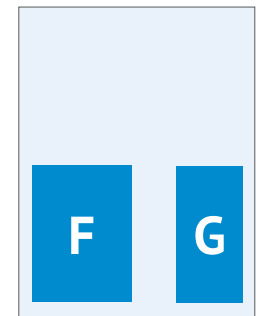
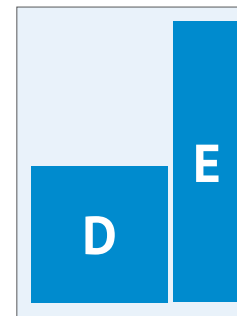
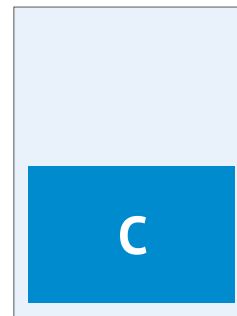
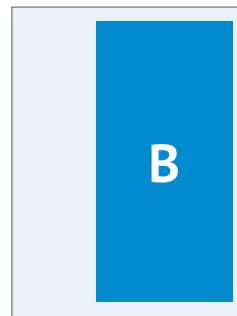
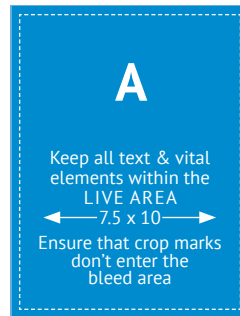


➤ PRINT ADVERTISING SIZES + SPECS



SIZE	WIDTH	HEIGHT
2-PAGE SPREAD	<i>Please submit two individual pages at full-page specs</i>	
A FULL PAGE		
final trim	8"	10.5"
live area	7.5"	10"
1/8" bleed	8.25"	10.75"
B 2/3 VERTICAL	4.625"	9.5"
C 1/2 HORIZONTAL	7"	4.625"
D 1/3 SQUARE	4.625"	4.625"
E 1/3 VERTICAL	2.25"	9.5"
F 1/4 VERTICAL	3.375"	4.625"
G 1/6 VERTICAL	2.25"	4.625"



Bethesda Magazine is printed by LSC Communications on glossy paper in 4-color (CMYK) process. It is perfect-bound and has a final trim size of 8" x 10.5".

PDF files are preferred for all print ad submissions.

SPECIFICATIONS

- Must meet PDF/X-1a standards
- Convert all images to CMYK color
- Flatten all graphics
- Images should be 300 dpi
- Bitmapped graphics should be 1200 dpi
- Do not embed ICC profiles in your images
- Do not use reverse type below 6 pts
- Do not use rules below point size of .25
- Do not use 4-color black type, only 100% black
- Embed or outline all fonts

DELIVERY OF MATERIALS

There are three easy ways to submit your ad materials:

- **Email**
susan.hull@bethesdamagazine.com
- **Upload to FTP**
(ftp://74.95.87.1)
username: public
password: mag123
- **Mail a disk** (include visual reference)
Susan Hull
Bethesda Magazine
7768 Woodmont Ave #204
Bethesda, MD 20814

Bethesda Magazine will not guarantee exact color match without a high-quality proof (Kodak, Fuji or other matchprint equivalent). We can arrange to have one printed at a cost to you of \$75.