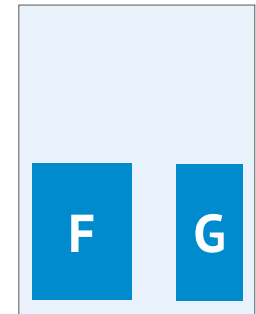
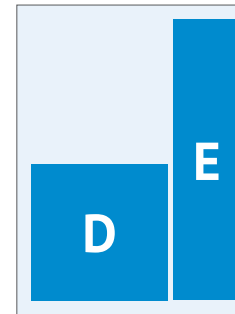
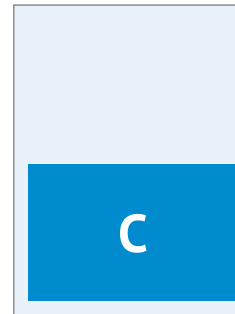
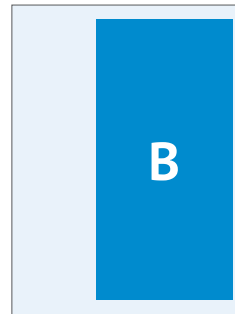
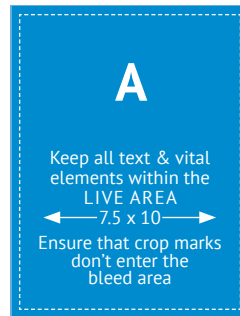


# ➤ PRINT ADVERTISING SIZES + SPECS



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

*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.*