

INMR Quarterly Review Advertisement Specs

Ad Sizes:

Full page ad A4 (european sizing) 8.268" x 11.693" (210mm x 297mm)

Full page ad safe area written area not to exceed 7.25" x 11" (184mm x 279mm)

Full page ad bleed area .125" (3mm)

Half page ad 8.268" x 5.5" (210mm x 140mm)

Half page ad safe area written area not to exceed 7.25" x 5.25" (184mm x 133mm)

Half page ad bleed area .125" (3mm)

Quarter page ad 3.6" x 5" (91mm x 127mm)

No bleed

Ads Supplied:

Ads supplied as films (resolution 150 or 175 lpi)(lines per inch) with a matchprint
Films supplied as negatives, emulsion down, process, no spot colors.

Ads supplied electronically • High resolution PDF's • Macintosh format with Quark
Xpress document and high resolution Photoshop support files (300 dpi photos).
• Illustrator eps files • Fonts included (Postscript and suitcase)

Supplied media CD

Email photos to be sent by jpg (300 dpi), Stuffit program advisable.

Photos:

Photo mode rgb (if unbalanced colors) or cmyk (if color corrected)

Photo format eps or jpg

Photo resolution 300 DPI (dots per inch)

Supplied photos as 4" x 5" (100mm x 127mm) etc. up to a size of 10" x 12"
(254mm x 305mm)

Slides or negatives 35mm, 4" x 5" transparencies (100mm x 127mm)