

ADVERTISING SPECS & SUBMISSION GUIDELINES

To ensure the quality + timeliness of our publications, we require **print-ready materials**. This means the ad is ready to be placed directly into the layout with no alterations necessary, and that it is ready for production.

AD SIZES

<p>FULL PAGE without bleed 7" w x 10" h with bleed 8.25" w x 11.125" h safety/live area 0.25" from trim edges trim size 8" w x 10.875" h</p>	<p>$\frac{2}{3}$ 4.625" w x 10" h</p> <p>$\frac{1}{3}$ V 2.25" w x 10" h</p>
<p>$\frac{1}{3}$ SQ. 4.625" w x 4.875" h</p> <p>$\frac{1}{6}$ V 2.25" w x 4.875" h</p>	<p>$\frac{1}{6}$ H 4.625" w x 2.313" h</p> <p>JUNIOR 4.625" w x 7.25" h</p>
<p>$\frac{1}{2}$ 7" w x 4.875" h</p>	

MAGAZINE SIZE

W x H

FULL PAGE (without bleed)	7" x 10"
FULL PAGE (with bleed)	8.25" x 11.125"
$\frac{2}{3}$ PAGE	4.625" x 10"
JUNIOR PAGE (vertical)	4.625" x 7.25"
$\frac{1}{2}$ PAGE (horizontal)	7" x 4.875"
$\frac{1}{3}$ PAGE (square)	4.625" x 4.875"
$\frac{1}{3}$ PAGE (vertical)	2.25" x 10"
$\frac{1}{6}$ PAGE (horizontal)	4.625" x 2.313"
$\frac{1}{6}$ PAGE (vertical)	2.25" x 4.875"

INCLUDES ORDWAY • MINNESOTA OPERA • THE SAINT PAUL CHAMBER ORCHESTRA
SCHUBERT CLUB • CANTUS • HENNEPIN THEATRE TRUST'S ALL IS CALM • IVEY AWARDS

MAGAZINE

DIGEST

<p>FULL PAGE* without bleed 4.5" w x 7.5" h with bleed 5.625" w x 8.75" h safety/live area 0.25" from trim edges trim size 5.375" w x 8.5" h</p>	<p>$\frac{1}{2}$ V 2.188" w x 7.5" h</p>
<p>$\frac{1}{2}$ H 4.5" w x 3.688" h</p>	<p>$\frac{1}{4}$ 2.188" w x 3.688" h</p>

DIGEST SIZE

FULL PAGE (without bleed)	4.5" x 7.5"
FULL PAGE (with bleed)	5.625" x 8.75"
$\frac{1}{2}$ PAGE (vertical)	2.188" x 7.5"
$\frac{1}{2}$ PAGE (horizontal)	4.5" x 3.688"
$\frac{1}{4}$ PAGE	2.188" x 3.688"

INCLUDES CHANHASSEN DINNER THEATRES • MILL CITY SUMMER OPERA • PARK SQUARE THEATRE*
CHARLIE AWARDS • MINNESOTA BOYCHOIR • MINNETONKA THEATRE • OLD LOG THEATRE
HENNEPIN THEATRE TRUST'S SPOTLIGHT SHOWCASE

* Park Square Theatre full page ads (with bleed) are a slightly different size than our standard digest sizes. Please adjust to a 5.5" w x 8.5" h trim size plus a .125" bleed on all sides (size including bleed is 5.75" w x 8.75" h).

Colors, Logos, Photos, etc.:

- All color images must be in CMYK format: no RGBs, Pantones, or spot colors.
- Ads with non-compliant colors will be converted to CMYK, and color accuracy cannot be guaranteed. Our preferred rich black formula is 40C, 30M, 30Y, 100K.
- All photos must have a resolution of 300 DPI at 100% of print size.

Bleed / Live Area:

- Full page (with bleed) ads must include a 0.125" bleed beyond the trim size.
- Text and art not intended to trim (also known as the live area) must be 0.25" from trim edges. Publisher cannot be responsible for any copy/art placed outside the live area that is cut off.
- Bleed/crop marks are only necessary for full page ads with bleed.

Preferred File Formats:

- High-Res PDF with all fonts and art embedded.
- Also accept: High-Res and packaged (includes fonts and links) TIFF, PSD, EPS, Illustrator, and InDesign. All text in Illustrator should be converted to outlines.



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for any questions please contact : artsink.org • info@artsink.org • 612.791.3629