

ADVERTISING SPECS + SUBMISSION GUIDELINES

To ensure the quality + timeliness of our publications, we require **print-ready materials** to be submitted. 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>
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<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>	

<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>
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<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>
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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 • IVEY AWARDS

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 • MINNESOTA BOYCHOIR
MINNETONKA THEATRE • HENNEPIN THEATRE TRUST'S SPOTLIGHT EDUCATION

Children's Theatre Company ad sizes are different than our standard digest and magazine sizes. Please visit artsink.org to see the advertising specs for the Children's Theatre Company.

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 minimum 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.

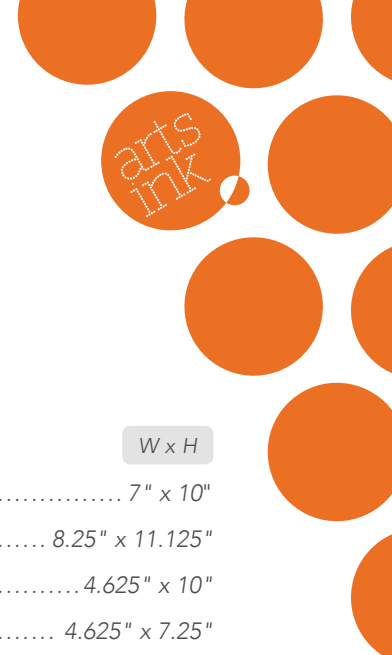
Preferred File Formats:

- 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.



Arts ink: A creative agency for the arts.

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



ADVERTISING SPECS + SUBMISSION GUIDELINES

CHILDREN'S THEATRE COMPANY

To ensure the quality + timeliness of our publications, we require **print-ready materials** to be submitted. 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 7.2" w x 10.075" h</p> <p>with bleed 8.25" w x 11.125" h</p> <p>safety/live area 0.25" from trim edges</p> <p>trim size 8" w x 10.875" h</p>	<p>1/8 1.7062" w x 4.7303" h</p> <p>1/2 H 7.2" w x 4.7303" h</p>
<p>1/3 5.3687" w x 4.7303" h</p> <p>1/4 v 1.7062" w x 9.5806" h</p>	<p>1/4 SQ 3.5375" w x 4.7303" h</p> <p>1/2 v 3.5375" w x 9.5806" h</p>

CHILDREN'S THEATRE COMPANY PROGRAM SIZE W x H

FULL PAGE (with bleed)	8.25" x 11.125"
FULL PAGE (without bleed)	7.2" x 10.075"
1/2 PAGE (vertical)	3.5375" x 9.5806"
1/2 PAGE (horizontal)	7.2" x 4.7303"
1/3 PAGE	5.3687" x 4.7303"
1/4 PAGE (square)	3.5375" x 4.7303"
1/4 PAGE (vertical)	1.7062" x 9.5806"
1/8 PAGE	1.7062" x 4.7303"

Standard ad sizes are different than the above sizes for Children's Theatre Company. Please visit artsink.org to see the advertising specs for our standard digest and magazine sizes.

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 minimum 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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