

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

FULL PAGE*
(TWO OPTIONS)

1 **without bleed**
7" w x 10" h

2 **with bleed**
trim size
8" w x 10.875" h
***.125" bleed on all sides**
= 8.25" w x 11.125" h
safety/live area
0.25" from trim edges

$\frac{2}{3}$ 4.625" w x 10" h

$\frac{1}{3}$ V 2.25" w x 10" h

$\frac{1}{3}$ SQ. 4.625" w x 4.875" h

$\frac{1}{6}$ V 2.25" w x 4.875" h

$\frac{1}{2}$ 7" w x 4.875" h

$\frac{1}{6}$ H 4.625" w x 2.313" h

JUNIOR
4.625" w x 7.25" h

FULL PAGE*
(TWO OPTIONS)

1 **without bleed**
4.5" w x 7.5" h

2 **with bleed**
trim size
5.375" w x 8.5" h
***.125" bleed on all sides**
= 5.625" w x 8.75" h
safety/live area
0.25" from trim edges

$\frac{1}{2}$ V 2.188" w x 7.5" h

$\frac{1}{2}$ H 4.5" w x 3.688" h

$\frac{1}{4}$ 2.188" w x 3.688" h

MAGAZINE SIZE

W x H

FULL PAGE (without bleed)* 7" x 10"

FULL PAGE (with bleed)* 8.25" x 11.125"

*SEE PAGE 2 FOR MORE DETAILS ON SETTING UP FULL PAGE ADS

$\frac{2}{3}$ 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 THE COWLES CENTER • ORDWAY • MINNESOTA OPERA
THE SAINT PAUL CHAMBER ORCHESTRA • SCHUBERT CLUB • CANTUS

DIGEST SIZE

FULL PAGE (without bleed)* 4.5" x 7.5"

FULL PAGE (with bleed)* 5.625" x 8.75"

*SEE PAGE 2 FOR MORE DETAILS ON SETTING UP FULL PAGE ADS

$\frac{1}{2}$ 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 ARTISTRY • CHANHASSEN DINNER THEATRES • MINNESOTA BOYCHOIR
MINNETONKA THEATRE • HENNEPIN THEATRE TRUST'S SPOTLIGHT EDUCATION

NON-STANDARD AD SIZES Children's Theatre Company see pg. 3

Colors, Logos, Photos, etc.:

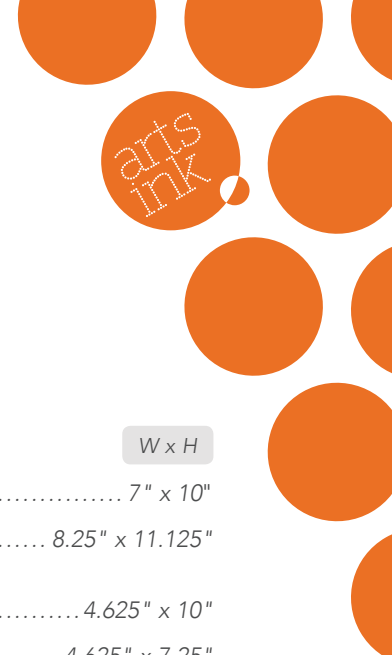
- All color images must be in CMYK format: no RGBs, Pantones, or spot colors.
- Ads with non-compliant colors will be converted to CMYK, and color accuracy cannot be guaranteed. Our preferred rich black formula is 40C, 30M, 30Y, 100K.
- All photos must have a minimum resolution of 300 DPI at 100% of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



setting up

full page ads

Picking option 1 vs. option 2 is completely up to you! Please note, this page is an example for setting up **magazine-sized** ads.

FULL PAGE (TWO OPTIONS)

1 without bleed
7" w x 10" h

2 with bleed
trim size
8" w x 10.875" h
+ .125" bleed on all sides
= 8.25" w x 11.125" h
safety/live area
0.25" from trim edges

1 without bleed

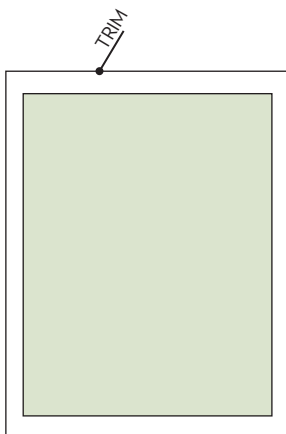
Nothing in your design (text or images) will go to the edge of the program page. Its final size will be 7" x 10" (for magazine-sized ads). You do not need to worry about a safety/live area for non-bleed ads.

File set-up:

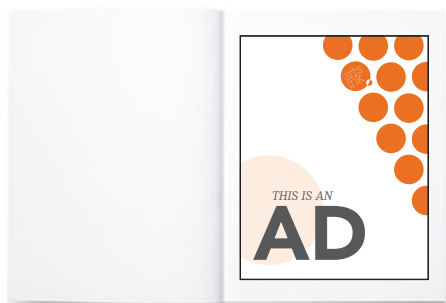
width: 7 inches
height: 10 inches
bleed: 0 inches

When exporting to PDF (from InDesign):

Adobe PDF preset: high quality print
... that's it!



What it will look like:



2 with bleed

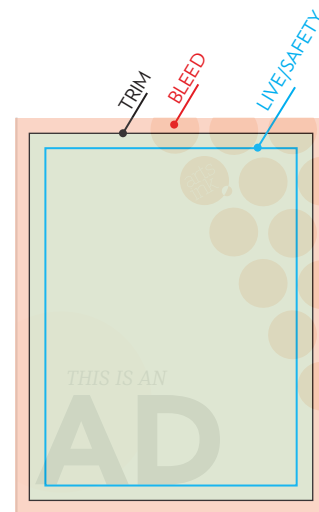
Your design can "bleed" off the page. You must be careful about live/safety area on bleed ads. We recommend setting up your document with 0.25" margins on all sides to represent your safety area — make sure no text, logos, faces in photos, etc. goes past this line (otherwise, it is at risk of getting cut off).

File set-up:

width: 8 inches
height: 10.875 inches
bleed: .125 inches – all sides
margins: 0.25 inches – all sides (this will act as your live area)

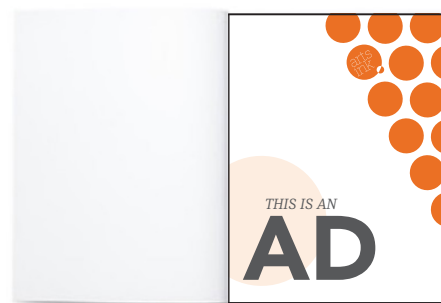
When exporting to PDF (from InDesign):

Adobe PDF preset: high quality print
Marks and Bleeds: Check the box "use document bleed settings"



BLEED TIP: Anything that hits the edge/ TRIM of your ad should also go **all the way** to the end of the bleed area. i.e. the orange dots in our ad example!

What it will look like:



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

FULL PAGE (TWO OPTIONS)
 1 without bleed: 7.2" w x 10.075" h
 2 with bleed: 8" w x 10.875" h
 trim size: 8" w x 10.875" h
 +.125" bleed on all sides = 8.25" w x 11.125" h
 safety/live area: 0.25" from trim edges

1/8
 1.7062" w x 4.7303" h

1/2 H
 7.2" w x 4.7303" h

1/4 V
 1.7062" w x 9.5806" h

1/3
 5.3687" w x 4.7303" h

1/4 SQ
 3.5375" w x 4.7303" h

1/2 V
 3.5375" w x 9.5806" h

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 see page 1 of this document or 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.
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