

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

$\frac{2}{3}$ $\frac{1}{3}$ V

4.625" w x 10" h

2.25" w x 10" h

$\frac{1}{3}$ SQ. $\frac{1}{6}$ V

4.625" w x 4.875" h

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 • MINNESOTA OPERA • 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 ORDWAY (ADS FOR MUSIC & MOVEMENT SERIES, SEE PG. 3) • CHILDREN'S THEATRE CO. MINNETONKA THEATRE • HENNEPIN THEATRE TRUST'S SPOTLIGHT EDUCATION

NON-STANDARD AD SIZES ORDWAY Music & Movement 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

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

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

1 without bleed

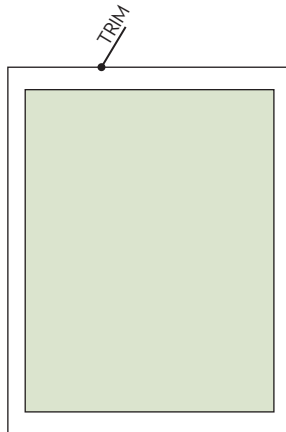
Nothing in your design (text or images) will go to the edge of the program page. Its final size will be 7" x 10" (for magazine-sized ads). You do not need to worry about a safety/live area for non-bleed ads.

File set-up:

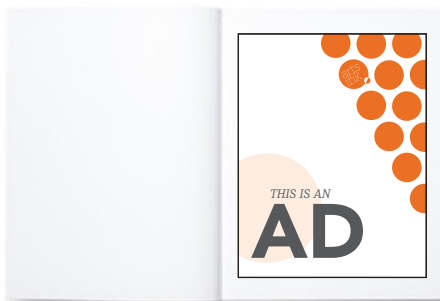
width: 7 inches
height: 10 inches
bleed: 0 inches

When exporting to PDF (from InDesign):

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



What it will look like:



2 with bleed

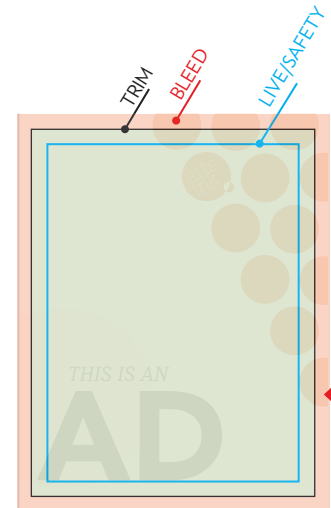
Your design can "bleed" off the page. You must be careful about live/safety area on bleed ads. We recommend setting up your document with 0.25" margins on all sides to represent your safety area — make sure no text, logos, faces in photos, etc. goes past this line (otherwise, it is at risk of getting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

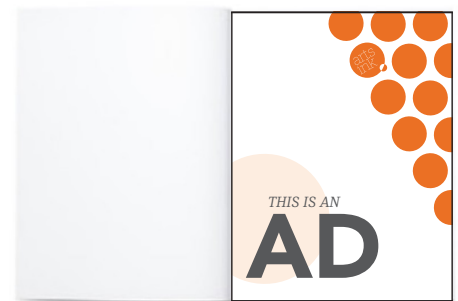
When exporting to PDF (from InDesign):

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:



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

ORDWAY MUSIC & MOVEMENT SERIES For all other Ordway programs, use specs on pg.1

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**
4.5" w x 7.5" h

2 **with bleed**
trim size
5.5" w x 8.5" h

*.125" bleed on all sides
= 5.75" w x 8.75" h

safety/live area
0.25" from trim edges

1/2 v
2.188" w
x
7.5" h

1/2 H
4.5" w x 3.688" h

1/4
2.188" w
x
3.688" h

ORDWAY PROGRAM SIZE

W x H

FULL PAGE (with bleed)	5.5" x 8.5"
FULL PAGE (without bleed)	4.5" x 7.5"
1/2 PAGE (vertical)	2.188" x 7.5"
1/2 PAGE (horizontal)	4.5" x 3.688"
1/4 PAGE	2.188" x 3.688"

Standard ad sizes are different than the above sizes for Ordway's Music & Movement Series. 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.
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