

MAGAZINE SIZE

	WIDTH X HEIGHT
Trim Size	9" x 10.75"
Safety from Trim	.25" on all sides
Bleed	.125" on all sides
Binding Method	Perfect

PRINT FILE CRITERIA

APPLICATIONS ACCEPTED

InDesign, Photoshop and Illustrator.

BORDERS

A one point black border will be added to fractional ads.

DOCUMENT SETUP GUIDELINES

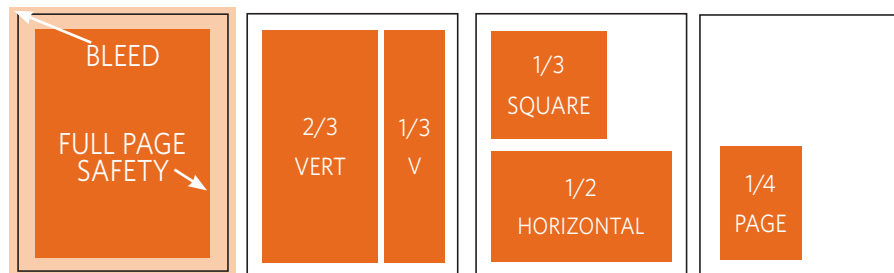
Full page and spread ads require a minimum of 1/8" bleed. Avoid stylizing fonts in design programs.

RESOLUTION

All image files, including any images used within ads, need to be at least 300 dpi at 100% print size.

PROOFS

For best results, supply a hard copy of a high quality, color proof for color matching. Proofs sent from *Make It Better Magazine* are low-res PDFs to be used as review for placement and copy changes only.



PRINT AD SIZES

DEADLINE: 8 WEEKS BEFORE START

(unless otherwise negotiated)

	WIDTH X HEIGHT
Spread	
Create as a two-page facing document using sizes for the full page.	
Full Page (interior & covers)	
Trim	9" x 10.75"
Live area	8.5" x 10.25"
Bleed area	9.25" x 11"
Fractionals	
2/3 Page Vertical	5.125" x 9.625"
1/3 Page Vertical	2.5" x 9.625"
1/2 Page Horizontal	7.875" x 4.75"
1/4 Page Square	3.875" x 4.75"
1/3 Page Square	5.125" x 4.75"

DIGITAL AD SIZES

DEADLINE: 2 WEEKS BEFORE START

(unless otherwise negotiated)

	WIDTH X HEIGHT
Anchor Banner	300px 250px
	270px 225px
Super Leaderboard	970px 90px
	728px 90px
	468px 60px
	320px 50px
	300px 75px
Better Letter ad	585px 200px
Hero Banner* (see framework pg 12-13)	1366px 689px



DIGITAL FILE CRITERIA

Animated web ads may be submitted as animated GIFs; static ads may be submitted as JPEGs or GIFs. (file extension .jpg or .gif)

MAX FILE SIZE IS 1MB.

Flash ads will not be accepted.

QUESTIONS?

Questions and camera-ready ads should be sent to artwork@makeitbetter.com