

PRINT & DIGITAL AD SPECIFICATIONS

PRINT

COVER

Bleed	8.875" x 11.175"
Final Trim	8.375" x 10.675"
Non-Bleed	N/A

FULL PAGE

Bleed	8.625" x 10.925"
Final Trim	8.375" x 10.675"
Non-Bleed	N/A

SPREAD

Bleed	17" x 10.925"
Final Trim	16.75" x 10.675"
Non-Bleed	N/A

1/2 PAGE VERTICAL

Bleed	N/A
Bleed Trim	N/A
Non-Bleed	3.6292" x 9.8417"

1/2 PAGE HORIZONTAL

Bleed	N/A
Bleed Trim	N/A
Non-Bleed	7.375" x 4.8594"

COMMON ISSUES FOR COVERS AND FULL PAGE DISPLAY ADS:

Keep text AND non-bleed graphics at least 1/4" from final trim and 1/2" from bleed. Full page/spreads require 1/8" bleeds on all sides.

- **WEBFED OFFSET**
- **PERFECT BOUND**
- **SOY-BASED INKS**
- **PUBLICATION TRIM SIZE:
8.375" X 10.675"**

WEB BANNER

Banner advertisements appear alongside features posted on gbdmagazine.com.

LEADERBOARD AD

728 x 90 px* or 970 x 90 (ros) px*

MEDIUM RECTANGLE AD

300 x 250 (ros) px*

HALF PAGE AD

300 x 600 px*

**Must be saved as a .jpeg, .png, or .gif and must be 150KB or smaller.*

NEWSLETTER

Banner advertisements appear alongside the bi-monthly newsletter sent to gb&d subscribers.

NEWSLETTER BANNER

600 x 90 px*

**Advertisements must be designed in a horizontal format and saved as a high-resolution .jpeg, .png, or .gif and must be 150KB or smaller.*

DIGITAL AD REQUIREMENTS

Digital File & Contract Proof: Must be clearly indicated as to Issue, Publication and Advertiser.

PREFERRED FILE FORMAT

The only file format supported by gb&d is a press-ready .pdf. We will NOT accept any native application files such as InDesign, Quark, or Illustrator. Materials should comply with SWOP standards.

DELIVERY OF ADS

Materials may be sent to kristina@gbdmagazine.com. Materials may be sent via a file transfer service (i.e. Dropbox or WeTransfer), or may be supplied on a Macintosh-formatted USB Flash Drive, CD-ROM or DVD-ROM.

PREFERRED COLOR GUIDANCE

Please provide Kodak Approval, CREO Spectrum, or iris digital proofs for color guidance on press. The supplied color guidance must meet all SWOP specifications and must include a 6mm 5%, 25%, 75% and 100% CMYK patch strip for quality control. All proofs are to be pulled on publication grade stock. A set of two laser proofs (paginated) including the crop marks must be sent with materials. On bleed ads and undersized non-bleed ads, provide separate ruled position proof showing trim.

DIGITAL AD NOTES

Website and Newsletter ads must be saved as .jpg, .png, or .gif files.

FILE STORAGE

Digital files will be stored for a period of 3 months, after which they will be destroyed unless written instructions are received to return them.

PRODUCTION CONTACT/MATERIALS

All advertising materials, questions regarding materials and extensions, and related matters should be directed to: **Kristina Walton Zapata, Art Director**
kristina@gbdmagazine.com