

# Print and Digital Specifications



## Print Art Specifications

- **Preferred format:** Press-optimized Adobe PDF with all fonts and images embedded.
- We also accept Mac platform electronic files in QuarkXpress or Adobe InDesign (all linked fonts and images included), Adobe Illustrator (all text converted to outlines), or Adobe Photoshop (300 dpi, CMYK JPG files). **We cannot accept Pagemaker, Corel, or Publisher files.**
- When submitting artwork over 5MB via email, please compress files first, using "Stuff-It". In the subject line, please indicate the client name. If submitting art-work via email, please fax or mail a hard copy of the ad, as well. You may wish to consider using our fileshare site. Please call for instructions.
- **Preferred media:** CD, e-mail or fileshare.
- Ads must be set to appropriate ad dimensions. All fonts (printer and screen), graphics (line art or halftone with high-resolution image in place) and EPS, TIFF, or JPG files must be embedded.
- All colors & images must be converted to CMYK, to avoid additional charges.
- All images must be a minimum of 300 dpi (half-tones) and 1200 dpi (line art)
- Please supply a four-color hard copy composite proof.

## Print Ad Size

	Width	x	Height
Double truck live area	15.5	x	10.375
Double truck trim area	16.0	x	10.875
Full page live area	7.47	x	10.375
Full page trim area*	8.0	x	10.875
2/3 vertical	4.861	x	9.875
1/2 vertical	4.861	x	7.368
1/2 horizontal	7.375	x	4.844
1/3 vertical	2.347	x	9.875
1/3 square	4.861	x	4.844
1/4	3.583	x	4.844
1/6 vertical	2.330	x	4.844
1/6 horizontal	4.861	x	2.335
1/12	2.347	x	2.335

CO-OP Print Ad Size (width x height)	
1/2 vertical	4.867 x 6.072
1/2 horizontal	7.375 x 4.02
1/3 vertical	2.361 x 8.149
1/3 square	4.867 x 4.02
1/6 vertical	2.361 x 4.02
1/6 horizontal	4.867 x 1.931
1/12	2.361 x 1.931

*These ad spec.'s are to be used with a header & footer by a sponsoring advertiser or organization.*

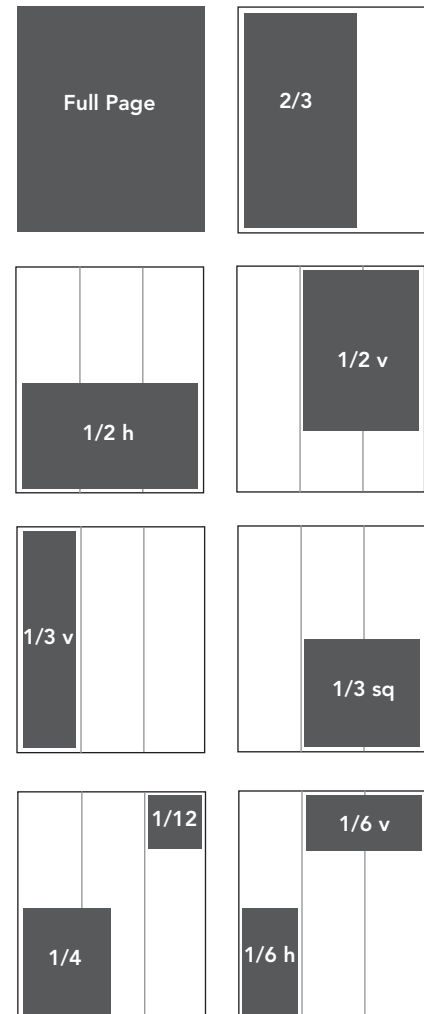
Maryland Life's art department strongly recommends that full page ads with bleeds, keep its text, rules, and images that are not intended to bleed, within the full page live area, (one quarter inch inside the trim size on all four sides). Images and/or color boxes that bleed should be pulled a minimum of one quarter inch beyond the trim size on all four sides

\* **Trim size plus bleed = 8.5 x 11.375 (full page) and 16.5 x 11.375 (double truck). Double truck ads may need to keep text and/or images out of the center gutter (one inch) for the spine if perfect bound.**

Advertisements for Maryland Life must adhere to the dimensions above ( See the diagram above). If an advertiser submits an advertisement in a size other than what is stated below, the magazine reserves the right to alter it to fit the space specified.

## Digital:

For internet banner ads, please keep to the pixel size indicated on the front of the rate card. Preferred file format: jpg, gif, swf, and flv. Resolution: 72 dpi



## Submission Procedures

To submit electronic files, send to:  
[jpfister@marylandlife.com](mailto:jpfister@marylandlife.com)

If you prefer, an Internet fileshare site is available. Email or call for instructions.

**Jennifer Pfister**  
Production Coordinator  
[jpfister@marylandlife.com](mailto:jpfister@marylandlife.com)  
301.696.1060

