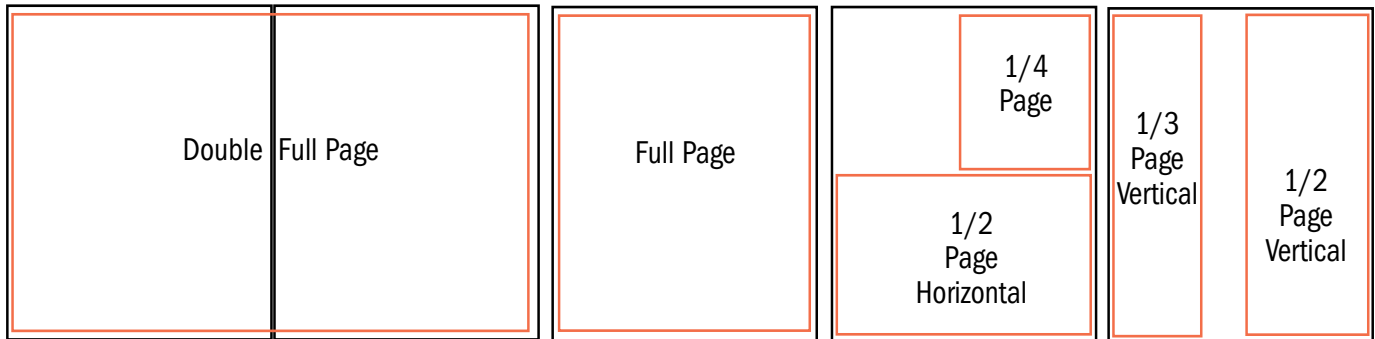


# advertising size/Specs



## advertising size (width x height)

Ad Size	Non Bleed	Bleed
Cover		9 3/8" x 11 1/4"
Full Page	8" x 9 7/8"	9 3/8" x 11 1/4"
2 Page Spread (gutter bleed)		17" x 9 7/8"
2 Page Spread (full bleed)		18 3/8" x 11 1/4"
1/2 Page Vertical	3 7/8" x 9 7/8"	4 9/16" x 11 1/4"
1/2 Page Horizontal	8" X 4 3/4"	9 3/8" x 5 1/2"
1/3 Page Vertical	2 3/4" x 9 7/8"	
1/4 Page	3 7/8" X 4 3/4"	
Aditorial Blurb	(1) 300 dpi, CMYK, 3"x 3" JPEG image plus 40 words	

## digital ad specs

### File Formats

- **Digital Files:** Supplied on PC- formatted CD's or jump drive.
- Embed all fonts in the PDF.
- Recommended resolution for 1-bit (line art) images is 2400 dpi, minimum is 1200 dpi.
- All transparencies should be flattened.
- Compatibility level 1.3 is recommended for PDF's
- Fifth Ave Magazine's preferred file format is PDF. No RGB or spot colors, all color should be converted to CMYK mode prior to creation of PDF.
- We do not accept native application files (such as Quark Xpress, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Pagemaker, Freehand, etc.)
- Ad production services may be available. Inquire with your Account Executive.

### Material Specs

- **Trim Size:** 9" x 10 7/8" (Perfect Bound)
- **Bleed Size:** 9 3/8" x 11 1/4"
- **We trim 3/16" (bleed) off all (4) sides**
- **Safety:** On all live matter or image including all type, there must be a minimum of 1/2" inside trim on all four sides to allow for trimming and variations in folding and binding. On spreads, keep live matter 1/2" from each side of center line to prevent hiding live matter in gutter.
- **Full page safety:** 8" x 9 7/8"
- **Proofs:** Fifth Ave magazine requires one proof, representing the file for each ad (PDF) provided color SWOP certified press proof black and white proof for black ad only.
- **Send material to:**  
Fifth Ave Magazine  
PO Box 112213  
Naples, Florida 34108  
**graphics@fifthavemagazine.com**  
www.fifthavemagazine.com  
239.592.9591 ext.109