

MECHANICAL MEASUREMENTS—MAGAZINE

AD SIZES

The following are the ad sizes available for Gainesville Magazine. Finished trim size of a page is 8.375" x 10.8125".



Full Page Bleed

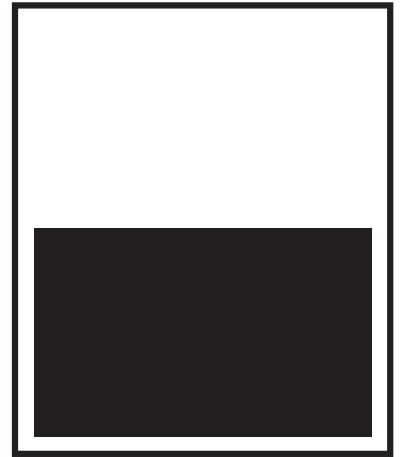
8.625" x 11.062"

*live ad area 7.875" x 10.312"



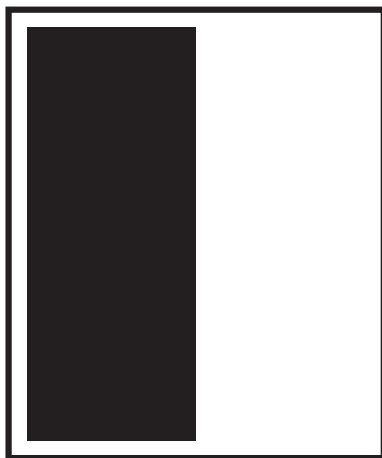
Full Page

7.375" x 9.75"



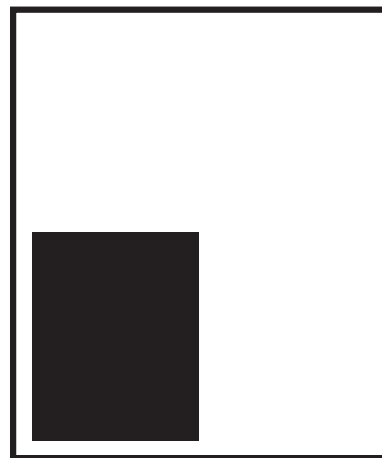
Half Horizontal

7.25" x 4.75"



Half Vertical

3.5" x 9.75"



Quarter Page

3.5" x 4.75"

ELECTRONIC REQUIREMENTS—MAGAZINE

- Acceptable file formats: PDF, EPS or TIF
- Resolution: no less than 300 dpi
- Color: CMYK
- Line screen: 150 lpi
- Acceptable applications: Adobe InDesign CS2, Adobe Illustrator CS2, Adobe Photoshop CS2, QuarkXPress 5.0
- Outline fonts in Illustrator and InDesign before sending a PDF or send a Package/Collect for Output
- Flatten pixel-based images
- Send ads on Disc, Email or upload to FTP:
 - Ads on disc can be mailed to Gainesville Magazine Advertising, 2700 SW 13th St., Gainesville, FL 32608
 - Ads under 4mb can be emailed to kristen.bash@gvillesun.com
 - Ads over 4mb can be sent via FTP. To load files you must have an FTP application program such as Fetch.
(Host: [ftp.gvillesun.com](ftp://ftp.gvillesun.com); User ID: [gvillemag](#); Password: [Gville@Mag03!](#))
- Not accepted:
 - Before and after photos of any kind (i.e. before surgery/after surgery)
 - Price points
 - "Free" or "Sale" claims
 - Starbursts
 - Coupons

For questions regarding mechanical measurements or electronic requirements, please contact Kristen Bash at (352) 337-0328 or email kristen.bash@gvillesun.com.

To advertise, contact your Account Executive or call (352) 374-5012.