

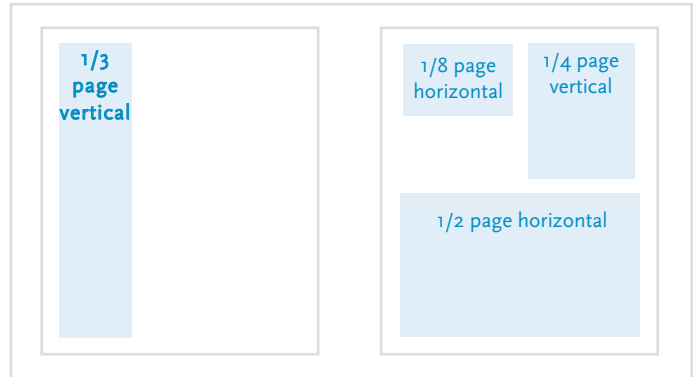
Poets & Writers

DISPLAY ADVERTISING SPECS

SEND ALL ADVERTISING MATERIALS TO AMY FELTMAN AT ADCOPY@PW.ORG

AD SPACE DIMENSIONS

Ad Size	Width x Height
Full page	6.6875" x 8.81"
Full page, full bleed*	8" x 10.25"
Third page vertical	2.13" x 8.81"
Half page horizontal	6.6875" x 4.1875"
Quarter page vertical	3.25" x 4.1875"
Eighth page horizontal	3.25" x 2"



MAGAZINE DIMENSIONS

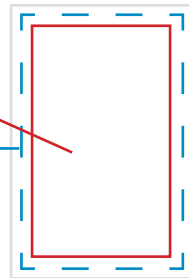
7.75 x 10 inches. Perfect Bound.

*FULL BLEED

Live Area: 1/4" from the trim line.
Keep critical text and images within this area

Trim Line: The actual size of the page
| 7.75" x 10"

Bleed line: 1/4" outside of the trim line



DESIGN NOTES

GENERAL NOTES

- Resolution: at least 300 dpi
- Format: PDF or TIFF
- Borders: No floating white space. Ad must have defined border
- Full bleed: Important text and images at least 1/4" inside trim line
- Crop marks are not needed
- Size: Ad must be cropped to exact dimensions (see Dimensions)
- No "Knockout" design elements
- Ads with incorrect specs may be sent back, causing delay

COLOR ADS

- CMYK ONLY
- No RGB, no ICC profiles, no pantone colors
- Color ads not in CMYK will be converted to CMYK, which may affect the color values.

BLACK AND WHITE ADS

- B & W ads: Grayscale or CMYK containing only "K" (black)
- Black and white ads containing CMY will be converted to grayscale, which may affect the black and white values.

NEW TITLES SECTION

COVER IMAGE FILE (FORMAT: PDF OR TIF)

- Size: High-res image of the book cover
- Color: CMYK ONLY
- Resolution : 300dpi

AD TEXT FILE (FORMAT: DOC OR RTF)

- Title of book or journal
- Author
- Publisher of press name (optional)
- One website URL
- 60 words maximum of descriptive text