

## IMPORTANT:



Please DO NOT include any printer's marks (crops, registration, or color bars, etc.)



On Full Page and Spread ads please double-check bleed is set to .25" on all sides

### Full Page

**Trim:** 8.375" x 10.875"

**Bleed:** 8.875" x 11.375"

Extend artwork .25" past trim on all 4 sides.

**Live Area:** 7.875" x 10.375"

Keep all pertinent text & imagery within this space. Minimum recommended safety is 3/8" inside the trim line

### Double Page Spread

**Trim:** 16.75" x 10.875"

**Bleed:** 17.25" x 11.375"

Extend artwork .25" past trim on all 4 sides.

**Live Area:** 16.25" x 10.375"

**Gutter:** 1" center, no text

### Half Page

**Size:** 7.875" x 5"

Contain within .5 border if needed  
No Bleed

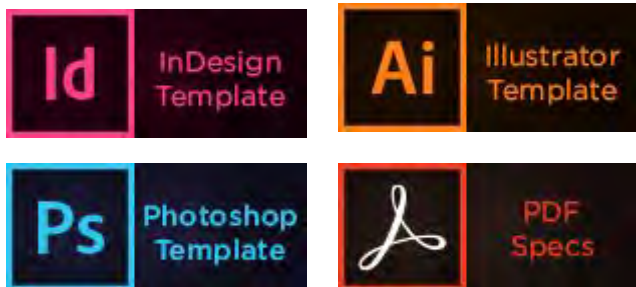
### 1/6 Page

**Horizontal:** 5" x 2.5"

**Vertical:** 2.5" x 5"

Floating Ads -- No Bleed

## Full Page Templates Available



Click icon to initiate template download

## File Requirements

### Preferred File Format:

- Press Ready High Resolution PDF
- Resolution: 300 DPI
- Color Format: CMYK only
- Quality: Maximum
- Compress text & line art

### Other File Formats Accepted:

High Resolution, unlayered TIFF

Resolution: 300 dpi Color: CMYK, process

## File Submission

For files under 10MB, please email advertisement to:  
[production@goipw.com](mailto:production@goipw.com)

Files are also accepted through Drop Box, Google Drive or other digital file delivery methods.

## Banner 728 x 90



728 x 90 Banner | GIF, JPG, PNG | Max file size: 200 kb

## Rectangle 336 x 280



336 x 280 Rectangle | GIF, JPG, PNG | Max file size: 200 kb

## File Requirements

**RESOLUTION:** 72dpi // **Color:** RGB // **Format:** GIF, JPG, PNG

**Remember:** Include in your email the URL to which the advertisement should be directed when clicked.