

Ad Sizes and Specifications

2009

ONLINE AD SIZES

Web Ad Space	Ad Dimensions	Maximum File Size (including animation)	Maximum # of Animated Frames
Big Banner	728 x 90 pixels	40 KB	3
Big Banner	860 x 90 pixels	40 KB	3
300 x 250	300 x 250 pixels	40 KB	3
250 x 250	250 x 250 pixels	40 KB	3
300 x 200	300 x 200 pixels	40 KB	3

PRINT AD SIZES

Ad Space	Image Area	Finished Book (trim)	Bleed
1/8 Page	3.75"w x 2.3"h	non bleed	non bleed
1/4 Page	3.75"w x 4.875"h	non bleed	non bleed
1/2 Pg. Horiz.	7.75"w x 4.875"h	non bleed	non bleed
1/2 Page Vert.	3.75"w x 10"h	non bleed	non bleed
Small Island	3.75"w x 7.43"h	non bleed	non bleed
Large Island	5.25"w x 7.43"h	non bleed	non bleed
Full Page & Covers	7.875"w x 10"h	8.375"w x 10.875"h	8.875"w x 11.375"h
Center Spread	16"w x 10"h	16.75"w x 10.875"h	17.75"w x 11.375"h

Technical Specifications

Our magazines print on an attractive high gloss stock so it's very important that guidelines for ad materials are followed. Below are technical specifications, please follow when creating your advertisement for Inside/Outside.

- **We accept Hi-Resolution EPS, TIFF, or PDF files;**
~ 300 resolution is preferred, 200 resolution minimum.
- **Acrobat PDF;**
~ Font and Images embedded
- **Illustrator PDF, EPS;**
~ Fonts to Outlines
- **Photoshop PDF, EPS, & TIFF;**
~ Fonts Rasterized
- **InDesign PDF;**
~ Fonts to Outlines

Not acceptable Camera-Ready ad files: Microsoft Publisher, Microsoft Word, Power Point, Corel Draw, or FreeHand. Elements from these files may be submitted for use in ads, but not as final Camera-Ready on Camera-Ready deadlines.

Electronic Delivery of Art Files

1. Email directly to your account executive or
2. Upload to our FTP server:
go to media.insideoutsidemag.com (username: art, password: art)
select you account executive's name and follow the simple written instructions



powered by **INSIDE** magazine
OUTSIDE

InsideOutsideMag.com

A local's guide to what's really up in the Four Corners