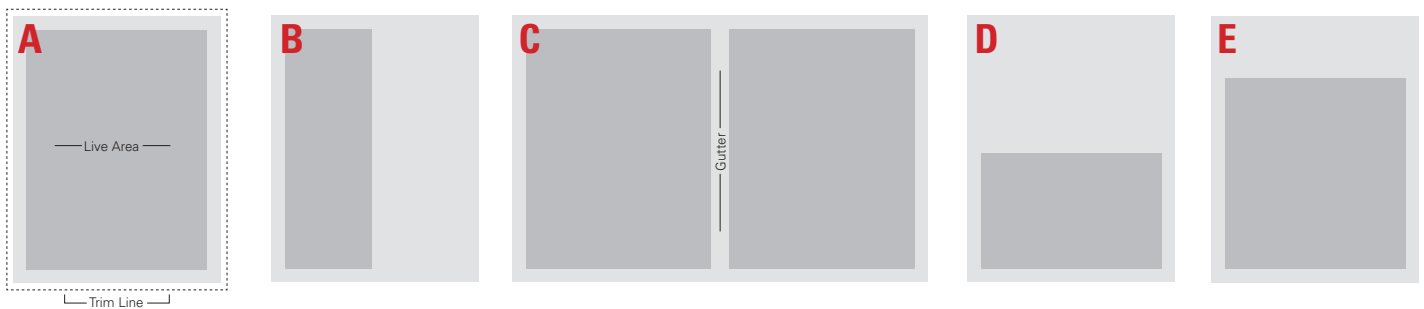


# AD SPECIFICATIONS

► Ads should be emailed to [advertising@peoriamagazines.com](mailto:advertising@peoriamagazines.com) in TIFF, PDF or JPG format (300 dpi). All components, including photos and logos, must be 4-color process separation (CMYK), and fonts must be embedded. Please indicate trim and bleed marks; no spot colors accepted. All ads submitted should be suitable to print as-is. Peoria Magazines is not responsible for any errors in content.

AD TYPE		Dimensions	AD TYPE		Dimensions
Back cover	(E)	7.375" w x 7.75" h	1/2 page spread	(I)	15.75" w x 4.75" h
Back cover w/bleed	(E)	8.875" w x 8.875" h	1/2 page spread w/bleed	(I)	17.25" w x 5.875" h
Inside front/back	(A)	7.375" w x 9.75" h	1/2 page horizontal	(D)	7.375" w x 4.75" h
Inside front/back w/bleed	(A)	8.375" w x 10.75" h	1/2 page vertical	(B)	3.567" w x 9.625" h
Two-page spread	(C)	15.75" w x 9.75" h	1/3 page vertical*		2.298" w x 9.75" h
Two-page spread w/bleed	(C)	17.25" w x 11.25" h	1/4 page horizontal	(H)	7.375" w x 2.25" h
Full page	(A)	7.375" w x 9.75" h	1/4 page vertical	(F)	3.567" w x 4.75" h
Full page w/bleed	(A)	8.875" w x 11.25" h	1/8 page horizontal**	(G)	3.567" w x 2.25" h

\*Peoria Progress only    \*\* iBi and art & society only. iBi placement is on business-card page, 8 to a page.

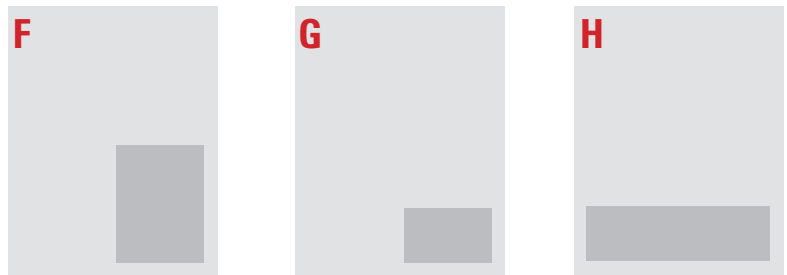


## ► MAGAZINE TRIM SIZE:

8.375" w x 10.75" h

On ads with full bleeds, 0.25" will be used for trim on each side of listed dimensions.

For two-page spreads, allow 0.5" inside gutter for readability due to perfect binding (iBi only).



## ► DESIGN

Peoria Magazines has a complete art department that will design ads for customers for \$150/ad. This rate applies only to ads placed in print magazines. Ad revisions are limited to two per issue.

## ► PLACEMENT

Ad placement will be random, except for special paid positions. Add 20% for ad placement preference.

