

Full Page Ad

Full-Bleed

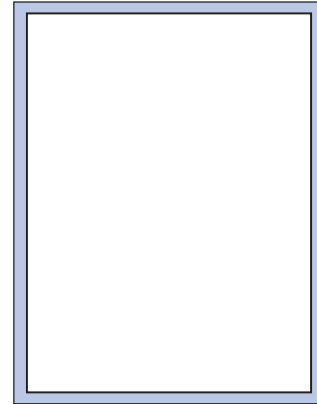
11-1/8" high

1/8 in bleed

8-1/2" wide



7" wide



No-Bleed

10" high

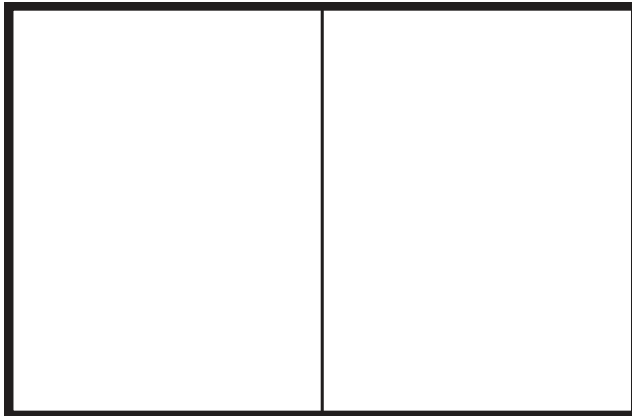
2 Page Spread

Full-Bleed

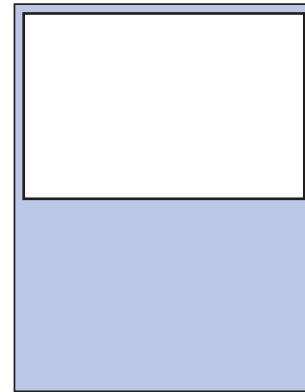
11-1/8" high

1/8 in bleed

17" wide



7" wide



1/2 Page Ad

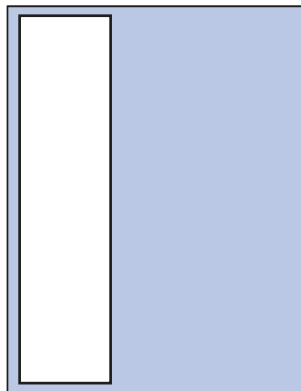
Horizontal

4-15/16" high

1/3 Page Ad

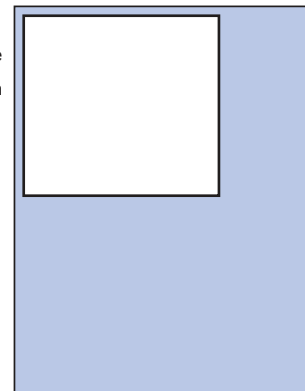
Vertical

2-1/4" wide
10" high



Horizontal

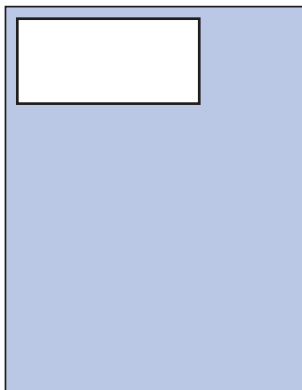
4-5/8" wide
4-15/16" high



1/6 Page Ad

Horizontal

4-5/8" wide
2-7/16" high



1/8 Page Ad

Predetermined



File Format Requirement:

- EPS with fonts outlined/converted to curves
- PDF with fonts outlines/converted to curves
- Make sure your color space is CMYK and all transparencies were flattened.

If you have a bitmap (picture) included, it should be:

- A 300 dpi min., CMYK color. TIFF preferred, high resolution JPG is OK.

If you're sending text for a formatted ad:

- Send it on a separated .TXT or .DOC file.

Please AVOID:

- Illustrator, InDesign, Quark original files.

Sending Data and Artwork Files:

Please email files to info@essentialmediapartners.com.

If you would prefer to mail in a disc containing the necessary files, please send it to:

Ad Materials
Essential Media Partners
1875 K Street NW, 4th Floor
Washington, DC 20006