

## Advertising Specifications

### AD SIZE SPECIFICATIONS

#### PRINT ADS

**Trim Size** ..... 5.375" w x 8.375" t

Full Page - with a .125" Bleed on all sides ..... 5.625" w x 8.625" t

Full Page - Non Bleed ..... 4.625" w x 7.625" t

Half Page - Horizontal ..... 4.625" w x 3.625" t

Half Page - Vertical ..... 2.125" w x 7.625" t

Quarter Page ..... 2.125" w x 3.625" t

Eighth Page ..... 2.125" w x 1.75" t

#### ONLINE BANNER ADS

430 pixels x 90 pixels ➡ 5.972" w x 1.25" t

180 pixels x 180 pixels ➡ 2.5" w x 2.5" t

180 pixels x 90 pixels ➡ 2.5" w x 1.5" t

### Camera Ready Requirements

#### PRINT ADS

**Resolution:** 300 dpi minimum for all digital files

**Color Mode:** CMYK or Grayscale (no RGB or LAB)

**Fonts:** must be embedded

**File Types:** tif, eps, pdf, jpg

CompanyName\_MagazineName.filetype  
(example: Acme\_TucsonEZGuide.tif)

#### ONLINE BANNER ADS

**Resolution:** 72 dpi

**Color Mode:** RGB

**Fonts:** must be embedded

**File Types:** static: jpg; animated: gif

All ads must be provided in the proper size and format to be considered camera-ready.

Please name your files using the following naming convention:

CompanyName\_AdSize.filetype  
(example: Acme\_430x90.jpg)

### Ads Designed by Xpo Press

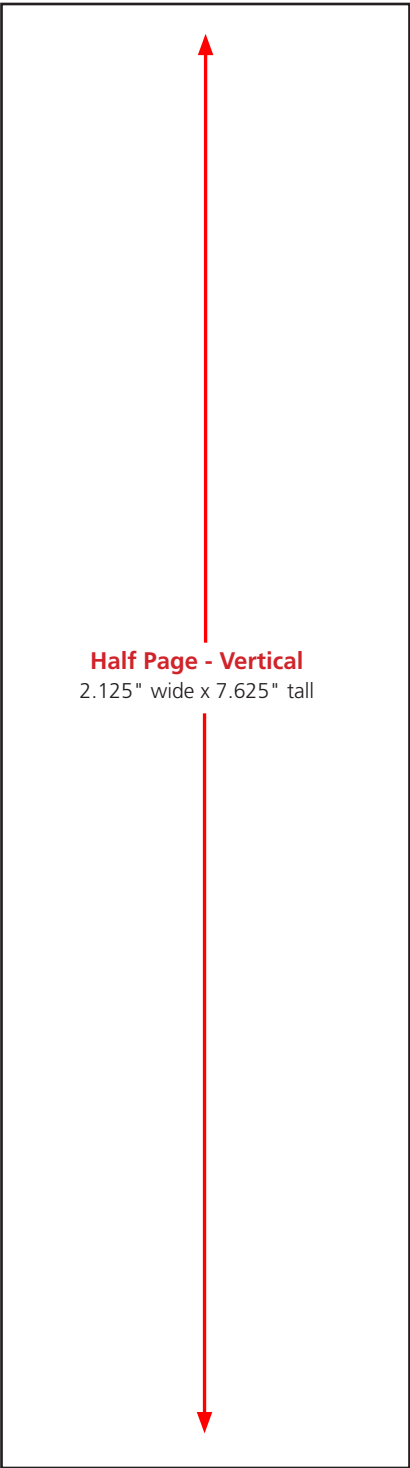
In order for Xpo Press to create your ad, the following information is required:

- Ad copy in text file or email.
- General layout specifications.
- Provide logo/support files in digital format.
- Font files and specifications.
- Include a list of your support file names, along with the fonts used in your ad.

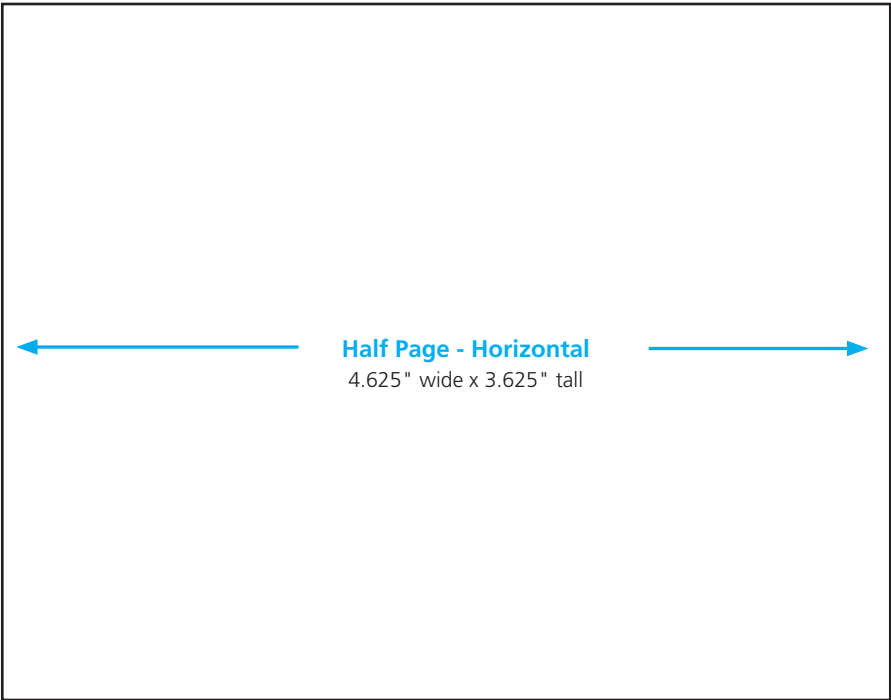
Please zip or stuff all files and email to:  
**ads@xpopress.com**

For questions or concerns, please email us at [ads@xpopress.com](mailto:ads@xpopress.com)

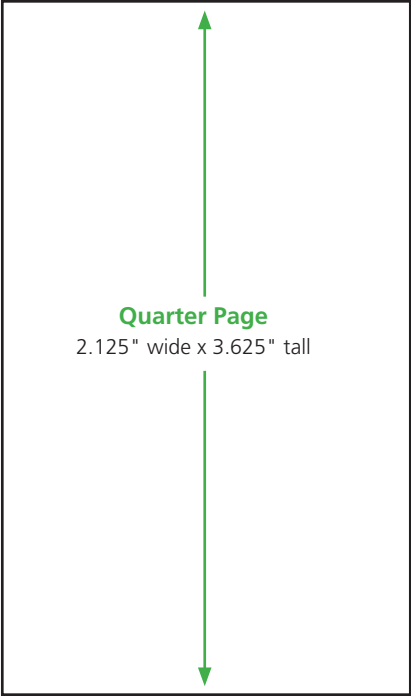
**If your ad copy or camera-ready ad exceeds 10 MB, please upload to our FTP server from our website:**  
**[www.xpopress.com/images/externaluploads](http://www.xpopress.com/images/externaluploads)**



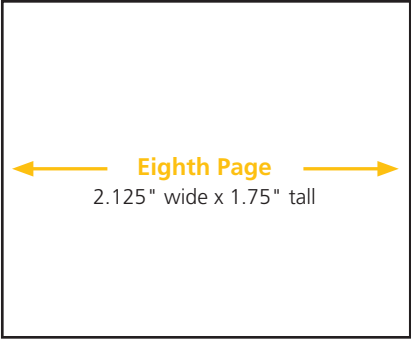
**Half Page - Vertical**  
2.125" wide x 7.625" tall



**Half Page - Horizontal**  
4.625" wide x 3.625" tall



**Quarter Page**  
2.125" wide x 3.625" tall

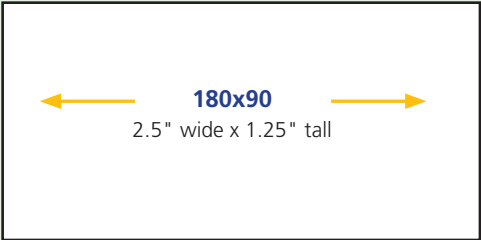


**Eighth Page**  
2.125" wide x 1.75" tall

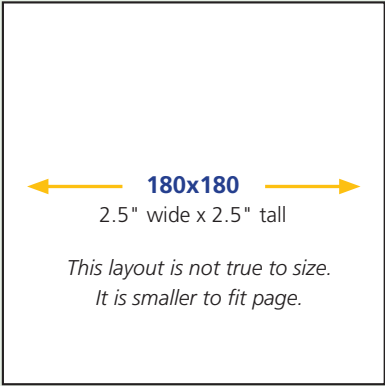
## Print Ad Layout & Sizes



## Online Banner Ad Layout & Sizes



**180x90**  
2.5" wide x 1.25" tall



**180x180**  
2.5" wide x 2.5" tall

*This layout is not true to size.  
It is smaller to fit page.*

# Full Page Ad - Non-Bleed

4.625" wide x 7.625" tall



## EXTRAORDINARY ELEGANCE

An award-winning fashion jewelry and accessories designer that has been delighting women of all ages since 2001. Haley's is transforming the fashion industry with a jaw-dropping selection of on-trend fashion jewelry and accessories. Always putting the customer at the forefront with the biggest selection of style, color and value.



[www.haleysdesigns.com](http://www.haleysdesigns.com)

WHITE BORDER WILL BE VISABLE AFTER PUBLICATION IS PRINTED

# Full Page Ad - With Bleed

5.625" wide x 8.625" tall (size includes .25" bleed)



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THE YELLOW BORDER INDICATES THE PART OF THE AD THAT WILL BE TRIMMED OFF AT PRINTING. ONLY THE PORTION OF THE AD INSIDE THE YELLOW BORDER WILL BE VISABLE. **NOTE: IT IS IMPORTANT TO MAKE SURE THAT YOUR COPY IS AT LEAST .25" FROM THE EDGE OF THE TRIM BORDER OR IT MAY BE TRIMMED OFF.**