

TOWN & GOWN

MAGAZINE

Ad Specifications

<i>Ad Size</i>	<i>Width</i>	<i>Depth</i>
Full Page with Border	7.125"	9.875"
Full Page with Bleed	8.375"	11.125"
1/2 Page (Vertical)	3.5"	9.875"
1/2 Page (Horizontal)	7.125"	4.75"
1/3 Page (Vertical)	2.25"	9.875"
1/3 Page (Block)	4.625"	4.625"
1/3 Page (Horizontal)	7.125"	3.1875"
1/6 Page (Block)	3.5"	3.1875"
1/6 Page (Vertical)	2.25"	4.75"

Mechanical Specifications

Full Page Bleed: 8.375" x 11.125"

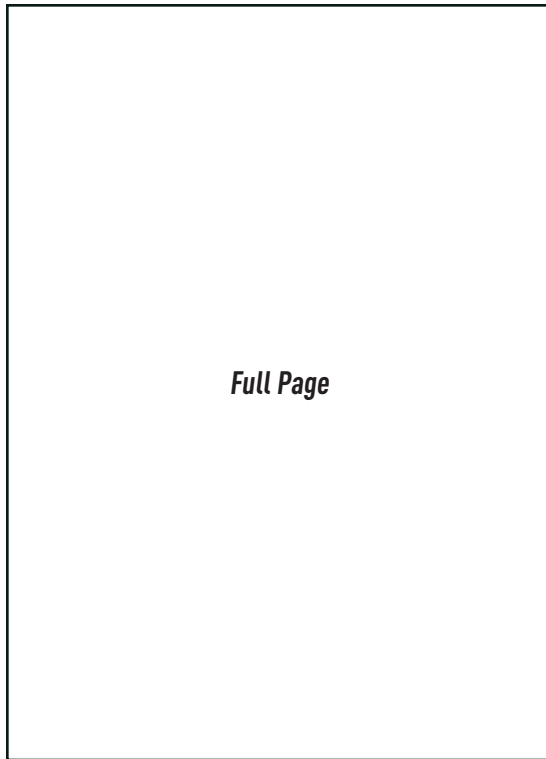
Live Image Area: 7.125" x 9.875"

Full Page with Border: 7.125" x 9.875"

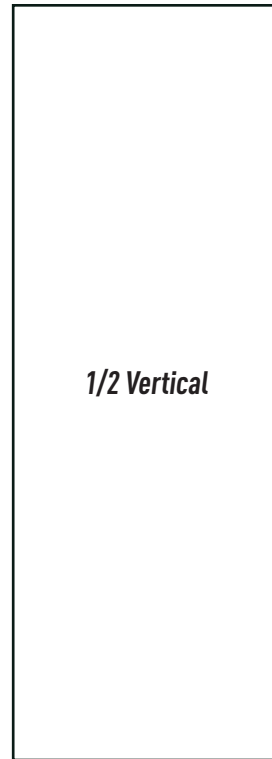
Printing Method: Web Offset

Binding: Perfect Bound

Bleeds: Full-page bleed ads, extend any printed material at least 1/8" past trim size on all 4 sides.



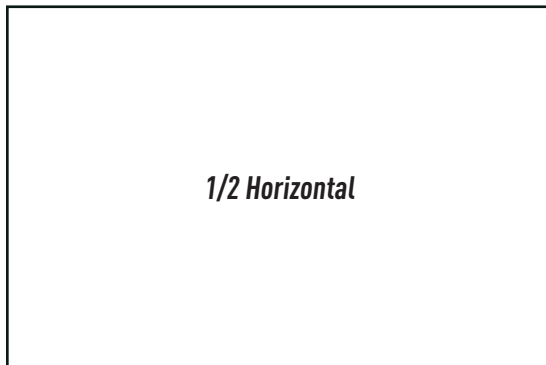
Full Page



1/2 Vertical



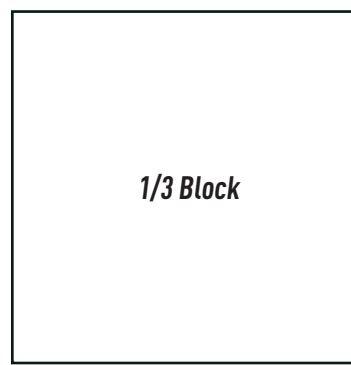
1/3 Vertical



1/2 Horizontal



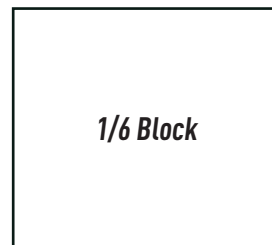
1/6 Vertical



1/3 Block



1/3 Horizontal



1/6 Block