

# PRINT & DIGITAL AD SPECIFICATIONS

## PRINT

### COVER

Bleed	8.875" x 11.175"
Final Trim	8.375" x 10.675"
Non-Bleed	N/A

### FULL PAGE

Bleed	8.625" x 10.925"
Final Trim	8.375" x 10.675"
Non-Bleed	N/A

### SPREAD

Bleed	17" x 10.925"
Final Trim	16.75" x 10.675"
Non-Bleed	N/A

### 1/2 PAGE VERTICAL

Bleed	N/A
Bleed Trim	N/A
Non-Bleed	3.6292" x 9.8417"

### 1/2 PAGE HORIZONTAL

Bleed	N/A
Bleed Trim	N/A
Non-Bleed	7.375" x 4.8594"

### COMMON ISSUES FOR COVERS AND FULL PAGE DISPLAY ADS:

Keep text AND non-bleed graphics at least 1/4" from final trim and 1/2" from bleed. Full page/spreads require 1/8" bleeds on all sides.

- **WEBFED OFFSET**
- **PERFECT BOUND**
- **SOY-BASED INKS**
- **PUBLICATION TRIM SIZE:  
8.375" X 10.675"**

## WEB BANNER

Banner advertisements appear alongside features posted on [gbdmagazine.com](http://gbdmagazine.com).

### LEADERBOARD AD

728 x 90 px\* or 970 x 90 (ros) px\*

### MEDIUM RECTANGLE AD

300 x 250 (ros) px\*

### HALF PAGE AD

300 x 600 px\*

*\*Must be saved as a .jpeg, .png, or .gif and must be 150KB or smaller.*

## NEWSLETTER

Banner advertisements appear alongside the bi-monthly newsletter sent to gb&d subscribers.

### NEWSLETTER BANNER

600 x 90 px\*

*\*Advertisements must be designed in a horizontal format and saved as a high-resolution .jpeg, .png, or .gif and must be 150KB or smaller.*

### DIGITAL AD REQUIREMENTS

Digital File & Contract Proof: Must be clearly indicated as to Issue, Publication and Advertiser.

### PREFERRED FILE FORMAT

The only file format supported by gb&d is a press-ready .pdf. We will NOT accept any native application files such as InDesign, Quark, or Illustrator. Materials should comply with SWOP standards.

### DELIVERY OF ADS

Materials may be sent to [kristina@gbdmagazine.com](mailto:kristina@gbdmagazine.com). Materials may be sent via a file transfer service (i.e. Dropbox or WeTransfer), or may be supplied on a Macintosh-formatted USB Flash Drive, CD-ROM or DVD-ROM.

### PREFERRED COLOR GUIDANCE

Please provide Kodak Approval, CREO Spectrum, or iris digital proofs for color guidance on press. The supplied color guidance must meet all SWOP specifications and must include a 6mm 5%, 25%, 75% and 100% CMYK patch strip for quality control. All proofs are to be pulled on publication grade stock. A set of two laser proofs (paginated) including the crop marks must be sent with materials. On bleed ads and undersized non-bleed ads, provide separate ruled position proof showing trim.

### DIGITAL AD NOTES

Website and Newsletter ads must be saved as .jpg, .png, or .gif files.

### FILE STORAGE

Digital files will be stored for a period of 3 months, after which they will be destroyed unless written instructions are received to return them.

### PRODUCTION CONTACT/MATERIALS

All advertising materials, questions regarding materials and extensions, and related matters should be directed to: **Kristina Walton Zapata, Art Director**  
[kristina@gbdmagazine.com](mailto:kristina@gbdmagazine.com)