
TO: _____
FAX: _____
FROM: _____
RE: _____ Deadline: _____

ARTWORK SPECIFICATIONS

Baby Shop Magazine

<i>Advertisement Size</i>	<i>Width</i>	<i>Height</i>
Full Page		
Bleed Size (Live Area 7.875" x 10.375", Trim Size 8.375" x 10.875")	8.625"	x 11.125"
Non-Bleed Size (which allows for footer)	7.5"	x 9.875"
Half Page (vertical)	3.375"	x 9.875"
Half Page (horizontal)	7.5"	x 4.875"
New Product Directory	2.5"	x 3.5"

All positions can be reserved in color or black and white.

Artwork should be provided digitally and be accompanied by a match print. If you wish to advertise and do not have artwork, you may consider using our complimentary typesetting services.

Submitting Artwork

As our production is computerized, **we prefer to receive artwork digitally.**

- ✘ **DIGITAL FILE:** We accept digital media on disk or via email. Your file should be submitted as a high resolution (300 dpi) .pdf, .tiff, or .eps. We also ask that you supply us with a hard copy printout or fax for proofing purposes. Digital materials will NOT be returned unless requested. Digital files may be emailed to **artwork@spindlep.com**. For large files, contact us for FTP instructions.
- ✘ **FILM & CAMERA-READY HARD COPY:** Please be advised that all **film & camera-ready artwork will be scanned or reset.** Color separations CANNOT be used as the printer does not use negatives.
- ✘ **FREE TYPESETTING:** We can create an advertisement for you at *no extra cost* if you provide us with copy for the advertisement and any photos, logos, etc. to be included. Changes in existing advertisements can be made at no extra cost as well. Please reserve space early so we can provide you with a pre-publication proof of your advertisement.

Spindle Publishing Company

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questions: info@spindlep.com • artwork: artwork@spindlep.com