

SKY & TELESCOPE

SKY & TELESCOPE MAGAZINE AD SUBMISSION SPECS

- COMPLETE ADS: Preferred Format: PDF (PDF/X-1a) • PDF 1.4 or 1.3
- ACCEPTABLE FILE FORMATS: Adobe Creative Suite CC (InDesign, Illustrator, Photoshop) packaged with links/fonts; PDF/X-1a; TIFF (flattened); JPG (flattened); EPS (fonts included or outlined). Microsoft Word (text only).
- NOTE: ALL BLACK TEXT SHOULD BE ONE-COLOR.
- PROOFS: Critical color advertising should be accompanied with a SWOP-certified proof for press-side guidance. Publisher cannot be held responsible for color reproduction issues and credits without advertiser-supplied SWOP certified proof.
- ARTWORK: Minimum resolution requirements: 300 dpi for images and 1200 dpi line art. Total ink density (TID) on images not to exceed 300 across all 4 colors.
- COLOR MODE: **CMYK color mode**
- NOTE: Artwork with RGB, lab, spot/Pantone and index colors will need to be revised by advertiser to be converted to CMYK. If S&T makes this revision some color shifts may occur
- TECHNICAL REQUIREMENTS: 300 ppi (pixels per inch) for raster or continuous-tone artwork.
- NOTE: Anything less than 300 ppi will result in poor print reproduction; the images will appear “fuzzy” on the printed product.
- 600 ppi for vector or line art created in Illustrator or Photoshop.
- NOTE: Any text laid out in a Photoshop document should be 600 ppi as well.
- 300 ppi will be acceptable for vector/line art for tabloids.
- All fonts need to be embedded
- Avoid Composite fonts
- Avoid using colored 6pt text
- Make sure any small text uses 100% K or 100% black ink
- Double check overprints and transparency
- Avoid using spot colors, when they are converted to CMYK.
- Do not exceed 280% ink density for enamel and 260% for newsprint stock.

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MAGAZINE DISPLAY ADVERTISING AD DIMENSIONS

P. 1 OF 2

Specifications and Requirements			
Printing Process:	Web Offset		
Binding Process:	Saddle-stitch		
Trim Size:	8 3/8" x 10 1/2" inches		
Display Ad Dimensions, Non-Bleed			
	<u>Inches (Decimal)</u>		<u>Inches (Fraction)</u>
Spread (2 page)	16w x9.3h		16" x 9 5/16"
Full Page	7.45w x 9.3h		7 1/2" x 9 5/16"
Two-thirds Page	4.86w x 9.3h		4 7/8" x 9 5/16"
Half Page (Horizontal)	7.45w x 4.55h		7 1/2" x 4 1/2"
Half Page (Vertical)	4.86w x 6.8h		4 7/8" x 6 13/16"

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MAGAZINE DISPLAY ADVERTISING AD DIMENSIONS

P. 2 OF 2

Display Ad Dimensions, Non-Bleed			
	<u>Inches (Decimal)</u>	<u>Inches (Fraction)</u>	
One-third Page (Square)	4.86w x 4.55h	4 7/8" x 4/12"	
One-third Page (Vertical)	2.4w x 9.3h	2 3/8" x 9 5/16"	
Quarter Page (Square)	3.625w x 4.55h	3 5/8" x 4 1/2"	
On-sixth Page (Horizontal)	4.86w x 2.28h	4 7/8" x 2 5/16"	
One-sixth Page (Vertical)	2.4w x 4.55h	2 3/8" x 4 1/2"	
Display Ad Dimensions, Bleed			
	<u>Inches (Decimal)</u>	<u>Inches (Fraction)</u>	
Full Page	8.625w x 10.75h	8 5/8" x 10 3/4"	
Trim Size	8.375w x 10.5h	8 3/8" x 10 1/2"	
Spread (2 page)	17w x 10.75h	17" x 10 3/4"	
Trim Size	16.75w x 10.5h	16 3/4" x 10 1/2"	
Note: Hold Live Matter 1/4 from the trim.			

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MAGAZINE MARKETPLACE SECTION ADVERTISING AD DIMENSIONS

Marketplace Section Dimensions			
		<u>Inches (Decimal)</u>	<u>Inches (Fraction)</u>
One-third Page (Vertical)		2.25w x 9.375h	2 1/4" x 9 3/8"
One-third Page (Square)		4.81w x 4.62h	4 13/16" x 4 5/8"
One-quarter Page (Vertical)		2.25w x 7.13h	2 1/4" x 7 1/8"
One-sixth Page (Vertical)		2.25w x 4.62h	2 1/4" x 4 5/8"
One-sixth Page (Horizontal)		4.81w x 2.31h	4 13/16" x 2 5/16"
One-eighth Page		2.25w x 3.5h	2 1/4" x 3 1/2"
One-twelfth Page		2.25w x 2.31h	2 1/4" x 2 5/16"
One-twenty fourth Page		2.25w x 1.16h	
Classified Line:		\$1.95 Per Word, \$30.00 Minimum	