



PRINT ADVERTISING SPECIFICATIONS

SPECIALTY POSITIONS

Outside Back Cover (OBC)	8.5 x 11	\$ 1,500
Inside Front Cover (IFC)	8.5 x 11	\$ 1,250
Inside Back Cover (IBC)	8.5 x 11	\$ 1,250

COLOR 4/C

Full Page	7.5 x 10	\$ 1,000
1/2 Page Horizontal (HPH)	7.5 x 4.875	\$ 750
1/2 Page Vertical (HPV)	3.6875 x 10	\$ 750
1/4 Page (QP)	3.6875 x 4.875	\$ 500
1/8 Page (EP)	3.6875 x 2.375	\$ 400

Visual ad sizes by color on reverse

SUBMITTING GRAPHICS

IMAGE RESOLUTION OR DPI

Image resolution is a term used to describe raster graphics. DPI means Dots Per Inch. This translates into how much digital information is available to display or print and image.

When used for print:

- The higher the dpi, the crisper and finer the image.
- The lower dpi images will have jagged edges and the dots will appear large and clunky (pixelated).
72 DPI images not only lose resolution quality, they also lose color quality.

Web graphics are saved at 72 DPI because that is the best resolution for monitors to display and allows websites to load faster. Professional print graphics are usually at least 300 DPI, and sometimes higher.

72 DPI VS. 300+ DPI

The differences between website & print graphics:

- **72 DPI Website Graphics:**
72 DPI Images from internet websites are created specifically for the web. If you were to take that same 72 DPI image to use for print it will be blurry and pixelated.
- **300+ DPI Print Graphics:**
High-resolution, 300+ DPI graphics, have 300 or more pixels of color information per inch and as a result produce images that are of a much higher quality than the same image at 72 DPI. There will be a very obvious difference when a 300 DPI image is printed next to a 72 DPI image. It is important to note that the image must be 300 DPI at the size the image will be printed.

The Standard Rule:

A printer is going to consistently reject 72 DPI images (most anything saved from websites) when it comes to printing projects, so start thinking in terms of 300+ DPI at print size for your graphics.

Full Page 7.5"x10"

Half Page Vertical 3.6875"x10"

Back Cover		Full Bleed 8.5"x11"
Inside Front Cover		
Inside Back Cover		
		Critical Text Live Space 8"x10"

Quarter Page Vertical 3.6875"x4.875"

Half Page Horizontal 7.5"x4.875"

Eighth Page Horizontal 3.6875"x2.375"