

ADVERTISING SPECS



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USNI
U.S. NAVAL INSTITUTE

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MAGAZINE SPECS

	<i>PROCEEDINGS</i> IN INCHES	<i>NAVAL HISTORY</i> IN INCHES
PAGE TRIM	7.875 X 10.75	8.125 X 10.75
PAGE LIVE AREA	7.375 X 10.25	7.625 X 10.25
FULL PG NON BLEED	7 X 10	7 X 10
FULL PG BLEED	8.375 X 11.25	8.625 X 11.25
BLEED SPREAD	16.25 X 11.25	16.75 X 11.25
2/3	4.375 X 9.375	4.5 X 9.5
1/2 HORZ	6.625 X 4.75	7 X 4.625
1/2 HORZ BLEED	8.375 X 5.75	N/A
1/2 VERT.	3.265 X 9.45	N/A
1/2 VERT. BLEED	4.25 X 11.25	N/A
1/2 ISLAND.	4.375 X 7	4.5 X 7.125
1/2 ISLAND. BLEED	5.15 X 7.95	N/A
1/3 VERT	2.125 X 9.45	2.125 X 9.5
1/3 SQUARE	4.375 X 4.375	4.5 X 4.5
1/4 HORZ	6.625 X 2.375	7 X 2.25
1/6 VERT	2.125 X 4.375	2.125 X 4.5
1/6 HORZ	4.375 X 2.125	4.5 X 2.125
1/9 VERT	2.125 X 2.875	2.125 X 2.875
1/12	N/A	2.125 X 2.125
1/24	N/A	2.125 X 1

ON-LINE SPECS

RECTANGLE	180 X 150 IMU	DHTML, FLASH, GIF, HTML, JAVASCRIPT, JPG
LARGE RECTANGLE	300 X 250 IMU	DHTML, FLASH, GIF, HTML, JAVASCRIPT, JPG
CENTER COLUMN	420 X 195 IMU	DHTML, FLASH, GIF, HTML, JAVASCRIPT, JPG

REPRODUCTION MATERIAL REQUIRED

- PDF files are preferred (optimized for press, with OPI deactivated).
- Quark files are accepted (6.0 or lower); package the document with images and fonts.
- Photoshop (tiff or jpg at 300 dpi or more)
- Illustrator (eps: all fonts converted to outlines) files are accepted.
- All color must be CMYK (all Spot colors will be converted to CMYK)
- Images must be a minimum of 300 dpi (tiff, eps, jpg); line art 1200 dpi
- All fonts must be Open Type or MAC compatible
- No film will be accepted.
- B/W ads only: Camera-ready art is acceptable
- Emailed ads must include name of advertiser, publication, and issue in the subject line.
- A contact proof must accompany color advertising
- All material sent will be destroyed after 12 months, unless otherwise advised
- Production costs are charged on a time basis
- No corrections or cancellations accepted after closing date
- 133 line screen is recommended for best possible 4-color reproduction
- 120 line screen is recommended for best possible black and white reproduction

	<i>Proceedings</i>	<i>Naval History</i>
Printing	Web Offset	Wet Offset
Binding	Perfect	Saddle Stitch
Cover Paper	100 lb Coated	100 lb Coated UV
Text Paper	40 lb Coated	45 lb Coated