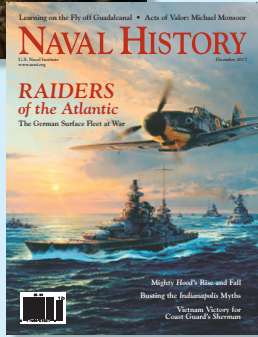
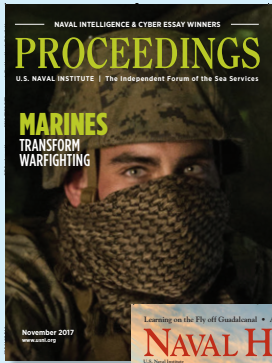


ADVERTISING SPECS



Serious media plans start with *PROCEEDINGS* because the most important decision makers on policy and defense spending consider it THEIR MAGAZINE. *PROCEEDINGS* is the “Must Read,” a necessity for the high-ranking officials who will spend \$583 billion on the nation’s defense in 2018. It’s an easy decision for media buyers to make *PROCEEDINGS* the cornerstone of every media plan.

U.S. NAVAL INSTITUTE ADVERTISING

291 Wood Road
Annapolis, MD 21402

p: 410.295.1041

f: 410.295.1049

e: production@usni.org

www.usni.org

Magazine Specs

Page Trim (In inches)

Page Live Area

Full Pg Non Bleed

Full Pg Bleed

*Bleed Spread

2/3 Vertical

1/2 Horizontal

1/2 Horizontal Bleed

1/2 Vertical

1/2 Vertical Bleed

1/2 Island

1/2 Island Bleed

1/3 Vertical

1/3 Square

1/4 Horizontal

1/6 Vertical

1/6 Horizontal

1/9 Vertical

1/12 Square

1/24 Horizontal

Proceedings

7.875" x 10.75"

7.375 x 10.25

7 x 10

8.375 x 11.25

16.25 x 11.25

4.375 x 9.375

6.625 x 4.75

8.375 x 5.75

3.265 x 9.45

4.25 x 11.25

4.375 x 7

5.15 x 7.95

2.125 x 9.45

4.375 x 4.375

6.625 x 2.375

2.125 x 4.375

4.375 x 2.125

2.125 x 2.875

2.125 x 2.125

2.125 x 1

Naval History

8.125" x 10.75"

7.625 x 10.25

7 x 10

8.625 x 11.25

16.75 x 11.25

4.5 x 9.5

7 x 4.625

n/a

n/a

n/a

4.5 x 7.125

n/a

2.125 x 9.5

4.5 x 4.5

7 x 2.25

2.125 x 4.5

4.5 x 2.125

2.125 x 2.875

2.125 x 2.125

2.125 x 1

*Gutter allowance on spreads is 1/4".

Online Creative Specifications

Ad Type	Ad Size	Maximum File Sizes	
		GIF/JPG	FLASH
Leaderboard	728 x 90	30K	35K
Banner	468 x 60	30K	35K
Posterboard	300 x 250	30K	35K

- File size limits must include the image size and any associated script or code needed to deliver the ad (e.g. a 15K ad with associated code of 7K will be counted as 22K).
- Ad material deadlines: GIF/JPG/Flash: 2 business days prior to campaign start date.

Reproduction Material Required

- PDF files are preferred (optimized for press, with OPI deactivated).
- InDesign CC (or earlier) files are accepted; 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

	PROCEEDINGS	NAVAL HISTORY
Printing	Web Offset	Web Offset
Binding	Perfect	Saddle Stitch
Cover Paper	100 lb Coated	100 lb Coated UV
Text Paper	40 lb Coated	45 lb Coated