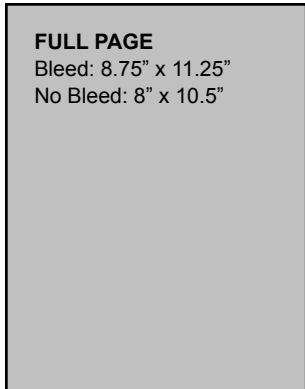


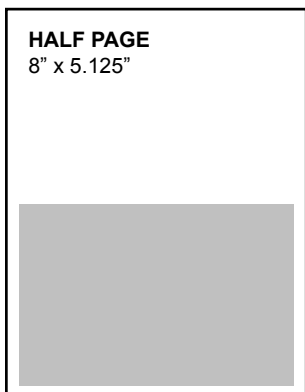
# ARTWORK SPECS

We make you look good! Follow these specific guidelines for artwork submission.

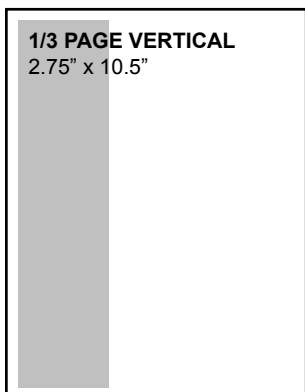
**FULL PAGE**  
 Bleed: 8.75" x 11.25"  
 No Bleed: 8" x 10.5"



**HALF PAGE**  
 8" x 5.125"

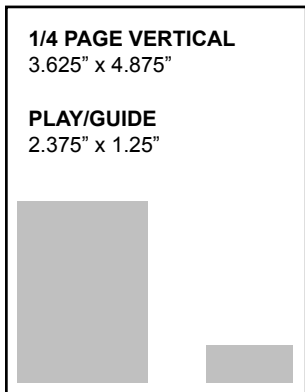


**1/3 PAGE VERTICAL**  
 2.75" x 10.5"



**1/4 PAGE VERTICAL**  
 3.625" x 4.875"

**PLAY/GUIDE**  
 2.375" x 1.25"




AMY SMITH PHOTOGRAPHY

## DEADLINES

ISSUE	SPACE	ARTWORK	PUB DATE
Spring	January 5	January 9	March
Summer	April 3	April 10	June
Fall	July 3	July 10	September
Winter	October 1	October 8	December

## MAGAZINE SPECS

**Size:** 8.5" x 11"

**Ink:** Four Color Process Printing

**Binding:** Saddle Stitch

**Paper:** 80# Gloss Cover / 60# Gloss Text

## SUBMITTING ARTWORK

- Artwork must be delivered on CD with a color proof. Upon approval from the Production Manager, digital files for ads may be sent via e-mail to your Account Executive.
- We prefer that all ads be submitted in **PDF format**. PDFs should be distilled with no color management and all fonts embedded.
- We can also accept JPEG, TIFF and EPS file types. All TIFF and EPS files should be flattened with fonts converted to outlines.
- All artwork must be actual size at 300 dpi.
- The magazine is produced using CMYK process color. Spot colors are converted to process for printing.
- Some color variance is usual and should be expected.
- Images for special advertising sections should be CMYK, 300 dpi, 3"-5" in size.

Please send all final artwork or questions to our Production Department at [production@playground-magazine.com](mailto:production@playground-magazine.com).