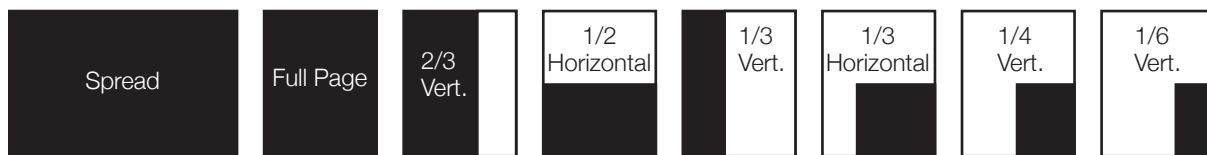


Ad Size Information

Ad Sizes



Black areas indicate ad sizes. Book trim size is 9" x 10 7/8"

All measurements are in inches. Horizontal measurement (width) is given first.

Ad Size	Dimensions	Notes
Spread	18.25 x 11.125 (includes .125" bleed)	Do not include crop marks.
Full page	9.25 x 11.125 (includes .125" bleed)	Do not include crop marks.
2/3 vertical	4.852 x 9.75	
1/2 horizontal	7.375 x 4.75	
1/3 vertical	2.329 x 9.75	
1/3 horizontal	4.852 x 4.75	
1/4 vertical	3.5915 x 4.75	
1/6 vertical	2.329 x 4.75	

Electronic Artwork Requirements for Bloom Magazine Ads

We are using Adobe InDesign CC on Macintosh computers to design and produce *Bloom Magazine*. For detailed measurements please see Ad Size Information sheet.

Please read the following information carefully and prepare your ad accordingly. If you need assistance designing your ad, Bloom can provide a list of recommended local designers whom you may hire to assist in creating your ads.

Acceptable Mac/Windows file formats: Jpg, tif, eps and pdf.

Special Note on PDF files:

We can accept pdf files only if they have been correctly distilled using press quality settings with all fonts and high resolution graphics embedded.

Hi-res PDF files are preferred.

Checklist for Electronic Camera-Ready Artwork

- All images must be hi-res 300 dpi. Do not “res up” low resolution images, especially not web images.
- Please make sure that tifs and PDFs are flattened files that do not include layers.
- Image files must be in tif, jpg or eps format in cmyk (U.S. Web Coated (SWOP) v2).
- Do not include crop marks or any other other print guides on submissions.
- Do not use images downloaded from the web.
- You must own the copyright to the images you use, or have a legal license to use them.
- For full page or full spread ads that bleed, please keep all text and logos at least .3125” away from the edge of the page to prevent them from being cut off when the magazine is trimmed.

Sending Electronic Artwork

Email camera-ready electronic ads 10 MB or smaller to cassandra@magbloom.com.

Save files larger than 10 MB to CD. Include a printed list of all the files you are sending, and mail the CD together with a color laser or ink jet proof for color ads (black and white laser for b&w ads) to:
Bloom Magazine, 414 W. 6th Street, Bloomington, IN 47404

If you wish to upload files via ftp, please email for further information.

If you need further technical information, email your question to: cassandra@magbloom.com.