

Ad Sizes & Specifications

All measurements are in inches, width x height.



Two-Page Spread

Trim size 18" x 10.875"
Add .125" bleed on all sides
Size with bleed 18.25" x 11.125"



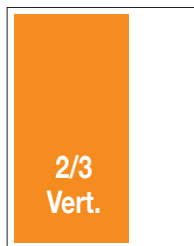
Full Page

Trim size 9" x 10.875"
Add .125" bleed on all sides
Size with bleed 9.25" x 11.125"

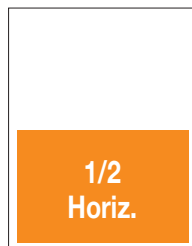
Safety Zone for Ads with Bleed (in Yellow above):

Keep all important text and images at least .5" away from trim.

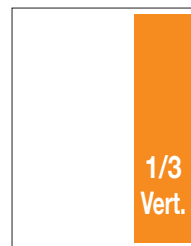
Ad options below do not have bleed; there will be white space around the ad.



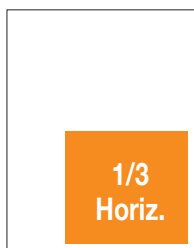
Size 4.852" x 9.75"



Size 7.375" x 4.75"



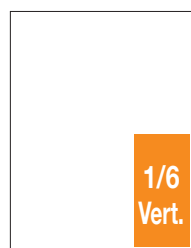
Size 2.329" x 9.75"



Size 4.852" x 4.75"



Size 3.592" x 4.75"



Size 2.329" x 4.75"

Bloom does not design ads. All ads must be sent to *Bloom* print-ready.

If you need design assistance, *Bloom* can refer you to a designer.

PRINTING SPECIFICATIONS

Bloom Magazine is printed in 4-Color process (CMYK)

All ad files must be in CMYK color space, and **all** images in the ad must be converted to **CMYK, not in RGB.**

AD FILE FORMAT

PDF files are preferred.

Resolution should be 300 dpi.

PRINTER MARKS

Ads should **not** contain any crop marks or printer's marks.

CHANGES / CORRECTIONS

You will be notified if your ad does not meet specification.

All corrections must be made by the advertiser or *Bloom* will fix ads for an additional charge of \$60.

AD SUBMISSIONS

Send ads to:

ads@magbloom.com

PRODUCTION CONTACT

Rosalie Sherwood

Design Director

designer@magbloom.com

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