



Ad Size Specifications

Magazine Trim Size 8 3/8" x 10 7/8"	Width	Height
Full page ad bleed.....	8 5/8"	x 11 1/8"
Full page ad none bleed.....	7 3/8"	x 9 7/8"
Double page spread ad bleed (1" gutter)	17"	x 11 1/8"
Double page spread ad none bleed.....	15 3/4"	x 9 7/8"
Half double page spread ad bleed (1" gutter)	17"	x 5 3/8"
Half page ad.....	7 3/8"	x 4 3/4"
¼ page ad.....	4 7/8"	x 4 3/4"
Live area on full page ad bleed.....	7 3/8"	x 9 7/8"
Live area on double page spread ad bleed.....	15 3/4"	x 9 7/8"
Live area on half double page spread ad bleed.....	15 3/4"	x 4 3/4"

Mechanical Requirements

The magazine is based on a 2 & 3 column format. The publication trim size is 8 3/8" x 10 7/8"-150 line screen for Black and White and 4 Color film. Negatives are right side reading, emulsion side down. Black and White ads only, camera ready art/copy acceptable. 2 page spread film must include 2 sets of film each at least 8 5/8" x 11 1/8".

Note: all other specifications are available upon request.

Materials:

Send to: GVR Public Relations Agency, Inc.
 242 St. Cloud, Friendswood, Texas 77546
 Tel: (281) 992-9639 FAX: (281) 992-2555