

HAWAII PARENT

Digital Ad Specifications

Production: Platform.....Apple Macintosh
Software.....Magazine Layout - QuarkXPress
Ad Production - QuarkXPress, InDesign, Illustrator, Photoshop, Freehand
Image Processing - Adobe Photoshop
Editorial - Microsoft Word, Apple Text Edit

Ad Submission: 2-Page Spread.....10" wide x 7.75" tall **Gutter/Cross-over**.....Allow 0.5"
2-Page Bleed11" wide x 8.625" tall **Trim Size**.....10.75" x 8.375" **Live area**.....10" x 7.75"
Full Page.....4.75" wide x 7.75" tall
Full Page Bleed5.625" wide x 8.625" tall **Trim Size**.....5.375" x 8.375" **Live area**4.75" x 7.75"
1/2 Page.....4.75" wide x 3.75" tall
1/4 Page.....2.25" wide x 3.75" tall
Line Screen.....133 lpi **Image Resolution**.....300 ppi at 100% actual size
File Formats High Resolution CMYK PDF with fonts embedded.
For more information or questions, call 808-845-4395.
File TransferDVD, CD, FTP, Email (files 10 MBs or less).

Deadlines: Feb/Mar: Reserve Ad Space.....Jan 2 Submit Ad/ArtworkJan 7
Apr/May: Reserve Ad Space.....Mar 2 Submit Ad/ArtworkMar 7
Jun/Jul: Reserve Ad Space.....May 2 Submit Ad/ArtworkMay 7
Aug/Sep: Reserve Ad Space.....Jul 2 Submit Ad/ArtworkJul 7
Oct/Nov: Reserve Ad Space.....Sep 2 Submit Ad/ArtworkSep 7
Dec/Jan: Reserve Ad Space.....Nov 2 Submit Ad/ArtworkNov 7

Headquarters

Hawaii Parent Magazine

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