

**Publication Size: 8.375" wide x 10.875" high.**

Keep all live matter .375" from outside trim and gutter.

**Bleed:** Only permitted on full page, spread, and some half page ads. Must extend .125" beyond trim size on all sides and include printer's trim marks.

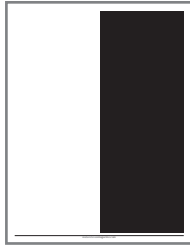
**Spreads:** Account for gutter (inside margin) when running type and art across left- and right-hand pages.



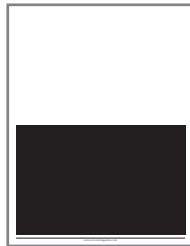
**full page, non-bleed**  
 7.625" x 10"

**full page, bleed**

Trim Size:  
 8.375" x 10.875"  
 Bleed Size:  
 8.625" x 11.125"



**Half page vertical, non-bleed**  
 3.75" x 10"



**half page horiz, non-bleed**  
 7.625" x 4.9375"

**half page horiz, bleed**

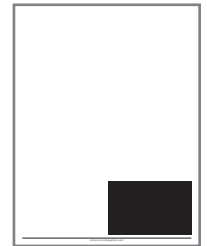
Trim Size:  
 8.375" x 5.3125"  
 Bleed Size:  
 8.625" x 5.5625"



**1/4 page non-bleed**  
 3.75" x 4.9375"



**1/3 page vertical column ad non-bleed**  
 2.4306" x 10"



**business card ad non-bleed**  
 3.75" x 2.4063"

## DIGITAL AD MATERIAL REQUIREMENTS

Current file formats accepted by Mature Texan magazine are:

**1. Adobe Acrobat PDF Files (Preferred format).** All PDFs must be high resolution.

- Set up document size of file to 8 3/8" x 10 7/8"
- Set bleeds 1/8" beyond trim
- Spreads should be sent as a single PDF
- All RGB images converted to CMYK, 300 dpi resolution
- DO NOT use stylized fonts
- Embed all fonts in PDF file
- Four-color solids should not exceed SWOP density of 280%
- Use "Press Quality" Job Options Settings
- Set crop marks with a 12-point offset
- PDF file needs to be 1 inch larger than trim size of magazine and include crop marks (9 3/8" x 11 7/8"). For ads smaller than a full page, do not put crop lines, registration marks, etc. outside the ad itself.

**2. Adobe Photoshop: EPS, JPEG, PDF, and TIFF files** are accepted. All images should be 300-dpi and should be provided at final size. Convert all RGB graphics to CMYK for printability.

**3. EPS File-Encapsulated Postscript File** from Adobe Illustrator, Adobe Photoshop or Macromedia Freehand. Must be a high resolution CMYK EPS file, layers flattened with fonts converted to outlines or paths.

## AD SIZES

Mature Texan magazine has a wide range of standard ad sizes. If an ad doesn't conform to a standard size, then we will do our best to make it work. This might mean resizing the border, or slightly enlarging or reducing the ad, if possible.

**Please Note: Advertiser assumes all responsibility for files that do not output correctly due to errors or omissions during construction. Design assistance or additional production is subject to hourly charge.**

## Document Set Up

Do not build ad on default paper size of 8.5 X 11. Set the document page size to match Mature Texan's ad trim size exactly.

Rules should be .025 point or thicker.

Do not nest EPS files in other EPS files.

**Images:** Minimum resolution of 300 dpi (color or gray-scale files) and 1200 dpi (bitmap or line art files). Images and logos from websites are not usable for print, as they are low resolution (72 dpi). Never resample up images, rather scan at high resolution to start.

- All elements must be placed at 100% size
- Use only CMYK colors. Never use RGB colors for any object in an ad file.
- B&W art must be sent in Grayscale or Bitmap format.
- Do not use ICC or color profiles.

## ARTICLE/FEATURE WORD COUNT GUIDLINES

<b>Article, full page:</b>	550-700 with graphics 1000-1100 words, NO GRAPHICS
<b>Article, half page:</b>	400-500 words
<b>Feature, single page:</b>	500 words with graphics
<b>Bio/Tag:</b>	25-60 words