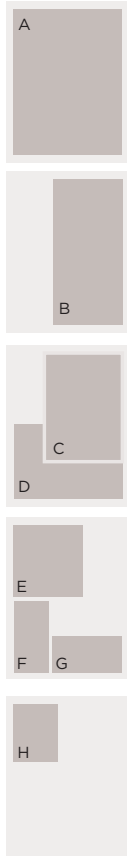


# 2021 Advertising Specifications



DISPLAY SIZE		WIDTH	DEPTH
Spread, bleed		16 1/4"	10 3/4"
Spread, trim		16"	10 1/2"
Full-page, bleed		8 1/4"	10 3/4"
Full-page, trim	A	8"	10 1/2"
Full-page, non-bleed		7"	9 5/8"
2/3-page	B	4 5/8"	9 5/8"
1/2-island	C	4 5/8"	7 1/4"
1/2-horizontal	D	7"	4 3/4"
1/3-square	E	4 5/8"	4 3/4"
1/6-vertical	F	2 1/4"	4 3/4"
1/6-horizontal	G	4 5/8"	2 1/4"
1/4-page	H	3 3/8"	4 5/8"

**Live Area** 7 1/2" x 10"

**Binding** Perfect bound

**Print Method** Web offset

**Materials** NEW MATERIALS PROCESS: Create an account using the following link: <https://baltimore.sendmyad.com>. Once your account is created, upload ad on or before materials deadline. All ads must be uploaded as a PDF (saved with PDF/X-1a settings).

**Fonts** No Multiple Master fonts.

**Color** Convert colors to CMYK; do not embed color profiles in image files. Spot colors are not allowed in ads. Convert all Spot colors to CMYK.

**Artwork** All artwork should be 300 ppi at the size it is placed in the file. All color art must be CMYK. The maximum ink density is 300%. Line art must be 1200ppi at the size it is placed and be save as a bitmap tiff file. All graphic images must be saved as eps, tiff or psd (single layer and no alpha channels).

## DEADLINES

SPACE RESERVATION  
11/30/2020

PRINT READY  
MATERIALS DUE  
12/2/2020

## ON NEWSSTANDS

SPRING/SUMMER  
January 2021

FALL/WINTER  
July 2021

Baltimore  
**weddings**

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