

PRINT MAGAZINE ADVERTISING

SPORTS INSIGHT FOOTWEAR INSIGHT OUTDOOR INSIGHT TEAM INSIGHT TEXTILE INSIGHT

**NEW TRIM
SPECS**

Updated size
beginning
September 2019

PUBLICATION TRIM: 10-1/8" x 12"

Updated size beginning September 2019

AD UNIT	DIMENSION (width x depth)
Full Page (non-bleed)	9-1/8" x 11"
Full Page (bleed)	10-1/8" x 12" (please add at least 1/8" bleed)
1/2 Page Horizontal	9-1/8" x 5-1/4"
1/2 Page Vertical	4-1/4" x 11"
1/3 Page Square	6" x 6"
1/4 Page Square	4-1/4" x 5-1/4"
1/4 Page Horizontal	9-1/8" x 3-1/4"
Spread	19-1/4" x 11"
Spread (bleed)	20-1/4" x 12" (please add at least 1/8" bleed)

Keep live matter 1/4" from head, foot and face trim. Allow 1/8" safety in gutter for spread ads.

PRINT AD MATERIALS SUBMISSION:

- **Press ready PDF files are the only format accepted.**
- Bleed ads must contain 1/8 inch bleed
- Images must be SWOP standard CMYK at 300 dpi
- Files should contain crop and registration marks
- Supply Four Color digital Proof to insure accuracy
- All transparencies must be flattened

FILE NAMING:

- All files must be labeled with name of advertiser and date of publication.
- Files with arbitrary names will not be accepted.

FILE SUBMISSION:

VIA WEB BROWSER

<http://ftp.formula4media.com:8888/Login>

username: f4mgftp

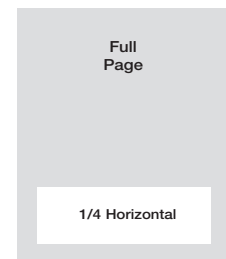
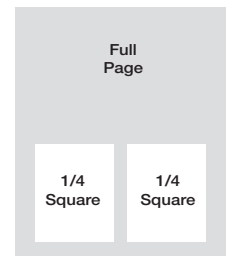
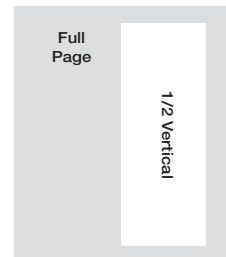
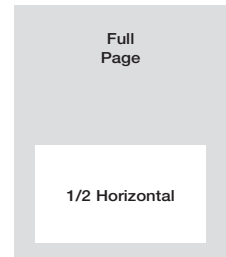
password: uploadfiles here

VIA FTP ACCESS SOFTWARE

[ftp.formula4media.com](ftp://ftp.formula4media.com)

username: f4mgftp

password: uploadfiles here



Send Files To:

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Team Insight

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