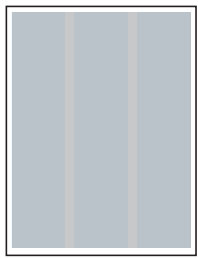
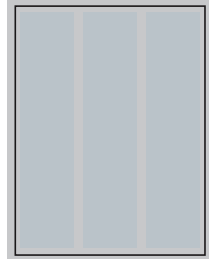


# ART SPECS

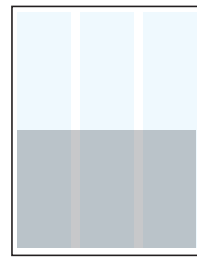
## AD SIZES



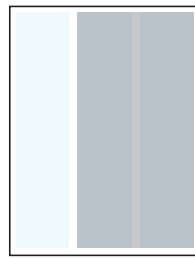
Full page (no bleed)  
7.6" x 10"



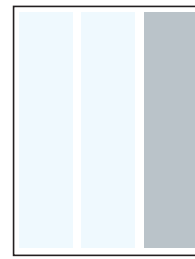
Full pg bleed  
8.75" x 11"



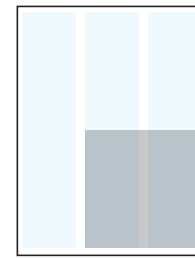
1/2 pg horizontal  
7.6" x 4.9"



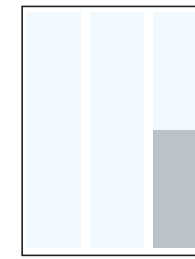
2/3 pg vertical  
5" x 10"



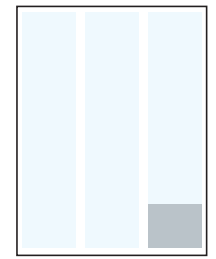
1/3 pg vertical  
2.4" x 10"



1/3 pg square  
5" x 4.9"



1/6 pg vertical  
2.4" x 4.9"



Marketplace  
2.4" x 2.1"

## PRINT PRODUCTION

**Publication Trim Size** 8.5" x 10.75"

**Area with Bleed** 8.75" x 11" (trim size plus 1/8" bleed on all four sides)

**Layout** 3rd Act magazine is created in InDesign CC.

**Prepress** We use a Macintosh platform for prepress.

**Stock** #80 Silk Book and #80 Silk Cover

**Printing Process** Web offset

## SUBMISSION GUIDELINES

E-mail files to [ads@3rdActMag.com](mailto:ads@3rdActMag.com) (10MB or less).

Files larger than 10MB can be sent through Dropbox or Hightail to [ads@3rdActMag.com](mailto:ads@3rdActMag.com).

(If you send through Dropbox, be sure to retain your original file.)

## FOR TECHNICAL ASSISTANCE

Email: [creative@3rdActMag.com](mailto:creative@3rdActMag.com)

Call: 360-796-4837

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*"I absolutely loved the last issue and found the different articles enlightening, invigorating, and fun. I got my husband and several friends to read it cover to cover as well. Thank you for bringing this quality magazine into our lives."*

—SYLVANA RINEHART

# DIGITAL FILE REQUIREMENTS

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**Resolution** Images should be 300 dpi minimum (400 to 600 dpi preferred). Line art should be 1200 dpi. Do not use images downloaded from the Internet as these often have a resolution of 72 dpi or 100 dpi, which will not print well.

**File Formats** Our preferred file format is PDF/X-1a. Please create a PDF/x1a from your native files. We also accept vector-based EPS, and high-resolution (400 ppi or larger) jpg formats.

If you send a vector-based EPS, flatten all transparencies, either embed your fonts or outline your text, and embed links that meet the resolution requirements above.

**Do not send** Photoshop, Quark, Illustrator, InDesign or other native files. We do not accept any files, including PDFs, created in Word or Publisher. They are not suitable for professional magazine printing.

**Image Size** Place all images at 100% or smaller.

**Color Space** Ensure that all graphic elements are in CMYK or grayscale. Do not include RGB, indexed color, or spot colors. Do not use registration as a color.

**Rich Black** Recommended formula: C=60 M=40 Y=40 K=100. Do not submit files with rich black text.

**TIC** Total Ink Coverage should not exceed 280%

**Fonts** Use Postscript fonts only. Do not subset.

**File Names** Include your company or client name in your file name. Limit file name to 15 characters. Do not include non-letter characters (such as ?<\*+};"]-{@%\$#) or periods.

**Fix File Charges** Files not conforming to these specs will incur fix file charges at our production rate, \$80/hr.

[Our ad specs are available in a single 8.5x11 PDF that you can print. Click here.](#)

*“I picked up a complimentary copy of your magazine at my local library and I just LOVE it! Such great articles, very helpful and informative. I will be 60 soon and the information is apropos during this time of my life. Thank you!” —GIG HARBOR*