

ARMED FORCES DIRECTORY

Ad Copy Specifications



Dimensions

Standard Ad Sizes

Width x Height

Full Page	5.325" x 7.875"
1/2 Page Vertical	2.5" x 7.875"
1/2 Page Horizontal.....	5.325" x 3.875"
1/3 Page Horizontal Only	5.325" x 2.650"
1/4 Page Vertical	2.5" x 3.875"
1/4 Page Horizontal.....	5.325" x 1.875"
1/8 Page	2.5" x 1.875"
1/16 Page	2.5" x 1.000"

No bleed on standard size ads.

Premium Spaces

Covers and Double Page Spreads

Double Page Spread..... 11.5" x 7.875"
(allow .5" for gutter)

Cover Trim Size

Cover Live Area 5.25" x 8.75"
(We recommend to keep any text within this area)

Bleed25" bleed is required
(.25" bleed is required on all sides of ad space)

American Publishing cannot accept the following as Camera Ready Art:

Artwork submitted in the following formats will need to be recreated to meet our specifications.

- Ads created in Microsoft Word, Microsoft Publisher, Microsoft Power Point, or any other word processing program.
- Most artwork retrieved from the Web is not high resolution, therefore is unacceptable for print advertisement.

Acceptable File Formats

All files must be set at 300 DPI.

- High resolution PDF, PDFx-1a (Ads with a bleed must include bleed settings when creating PDF.)
- TIFF, EPS and JPG files
- Native application documents including InDesign, Photoshop or Illustrator will be accepted. InDesign files must be packaged with linked images and fonts. For Illustrator files, please convert type to outline and include any placed images in a separate image folder.
- Full color ads must be submitted in CMYK color mode. All spot colors must be converted to CMYK.
- Black and White files must be set in grayscale mode.
- * Documents using reverse type (white type on colored background) smaller than 9 point cannot be printed with guaranteed clarity.
- * Scanning images from previously printed material (such as magazines or phone books) to use in your ad will not be suitable for print.

Have a Question?

If you have any questions regarding artwork, please contact our Graphic Arts Department @ 443.703.6973 or e-mail p.brzozowski@brac-military.org