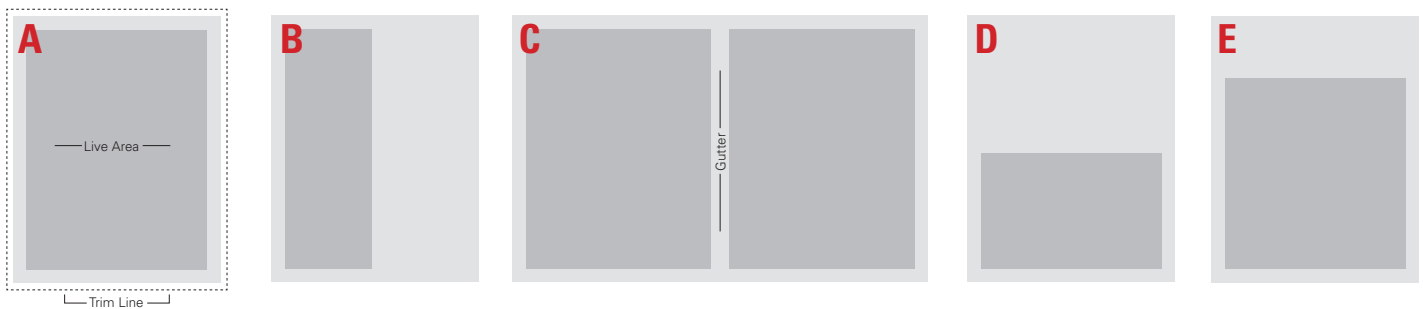


AD SPECIFICATIONS

► Ads should be emailed to advertising@peoriamagazines.com in TIFF, PDF or JPG format (300 dpi). All components, including photos and logos, must be 4-color process separation (CMYK), and fonts must be embedded. Please indicate trim and bleed marks; no spot colors accepted. All ads submitted should be suitable to print as-is. Peoria Magazines is not responsible for any errors in content.

AD TYPE		Dimensions	AD TYPE		Dimensions
Back cover	(E)	7.375" w x 7.75" h	1/2 page spread	(I)	15.75" w x 4.75" h
Back cover w/bleed	(E)	8.875" w x 8.875" h	1/2 page spread w/bleed	(I)	17.25" w x 5.875" h
Inside front/back	(A)	7.375" w x 9.75" h	1/2 page horizontal	(D)	7.375" w x 4.75" h
Inside front/back w/bleed	(A)	8.375" w x 10.75" h	1/2 page vertical	(B)	3.567" w x 9.625" h
Two-page spread	(C)	15.75" w x 9.75" h	1/3 page vertical*		2.298" w x 9.75" h
Two-page spread w/bleed	(C)	17.25" w x 11.25" h	1/4 page horizontal	(H)	7.375" w x 2.25" h
Full page	(A)	7.375" w x 9.75" h	1/4 page vertical	(F)	3.567" w x 4.75" h
Full page w/bleed***	(A)	8.875" w x 11.25" h	1/8 page horizontal**	(G)	3.567" w x 2.25" h

*Peoria Progress only ** Peoria Magazine only. ***Turn to page 7 for details about full page ads with bleed.

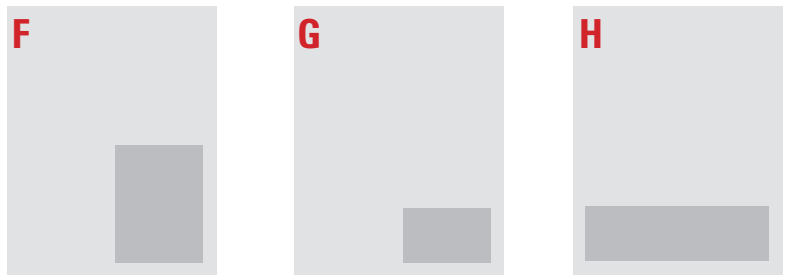


► MAGAZINE TRIM SIZE:

8.375" w x 10.75" h

On ads with full bleeds, 0.25" will be used for trim on each side of listed dimensions.

For two-page spreads, allow 0.5" inside gutter for readability due to perfect binding (*Peoria Magazine* only).

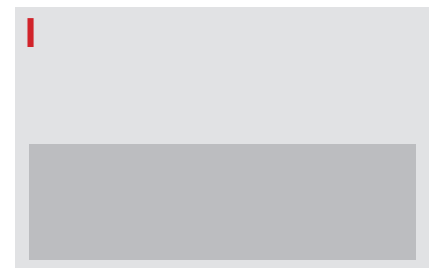


► DESIGN

Peoria Magazines has a complete art department that will design ads for customers for \$150/ad. This rate applies only to ads placed in print magazines. Ad revisions are limited to two per issue.

► PLACEMENT

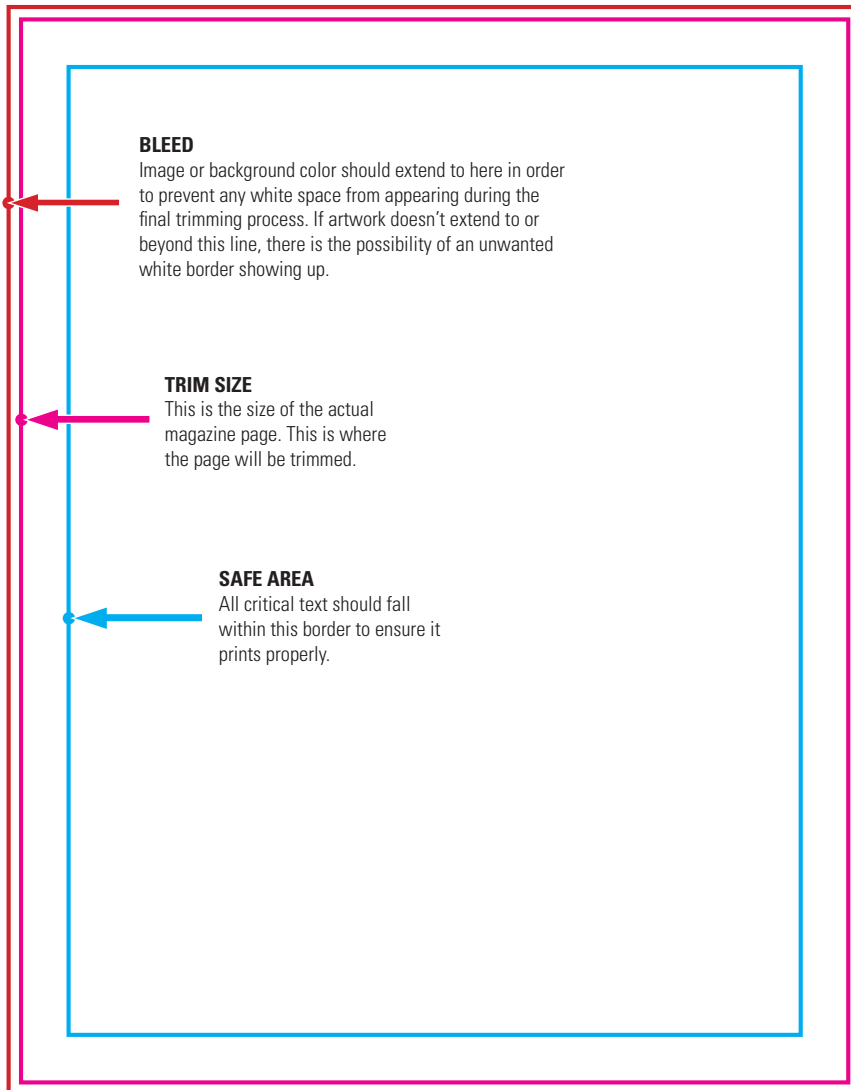
Ad placement will be random, except for special paid positions. Add 20% for ad placement preference.



AD SPECIFICATIONS

▶▶ FULL PAGE AD WITH BLEED

For a full page ad that bleeds off the page, it is best to design the ad with final dimensions of 8.875" x 11.25". For a full page ad that does not extend to the edges of the page, the dimensions should be 7.375" x 9.75". This will give your ad a solid white border on all sides when printing.



Full page ad: 7.375" x 9.75"



Full page ad with bleed: 8.875" x 11.25"

