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 6 for details about full page ads with bleed.

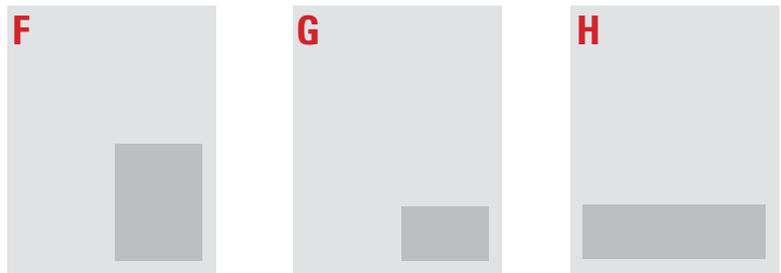A — Live Area — Trim Line

B

C — Gutter

D

E
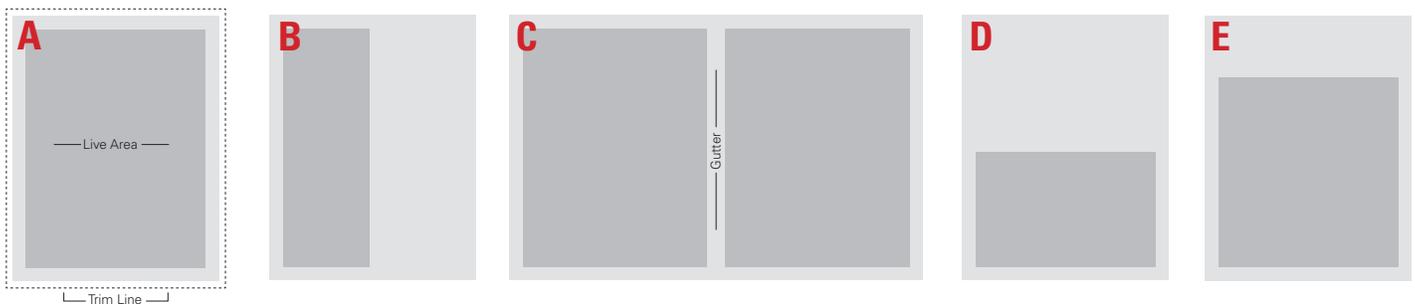
MAGAZINE **TRIM SIZE:**

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).
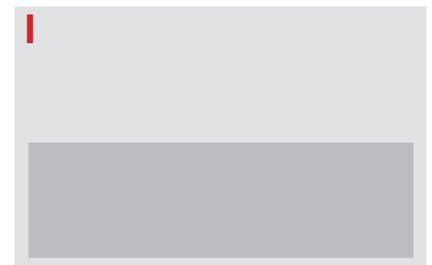
F

G

H

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.
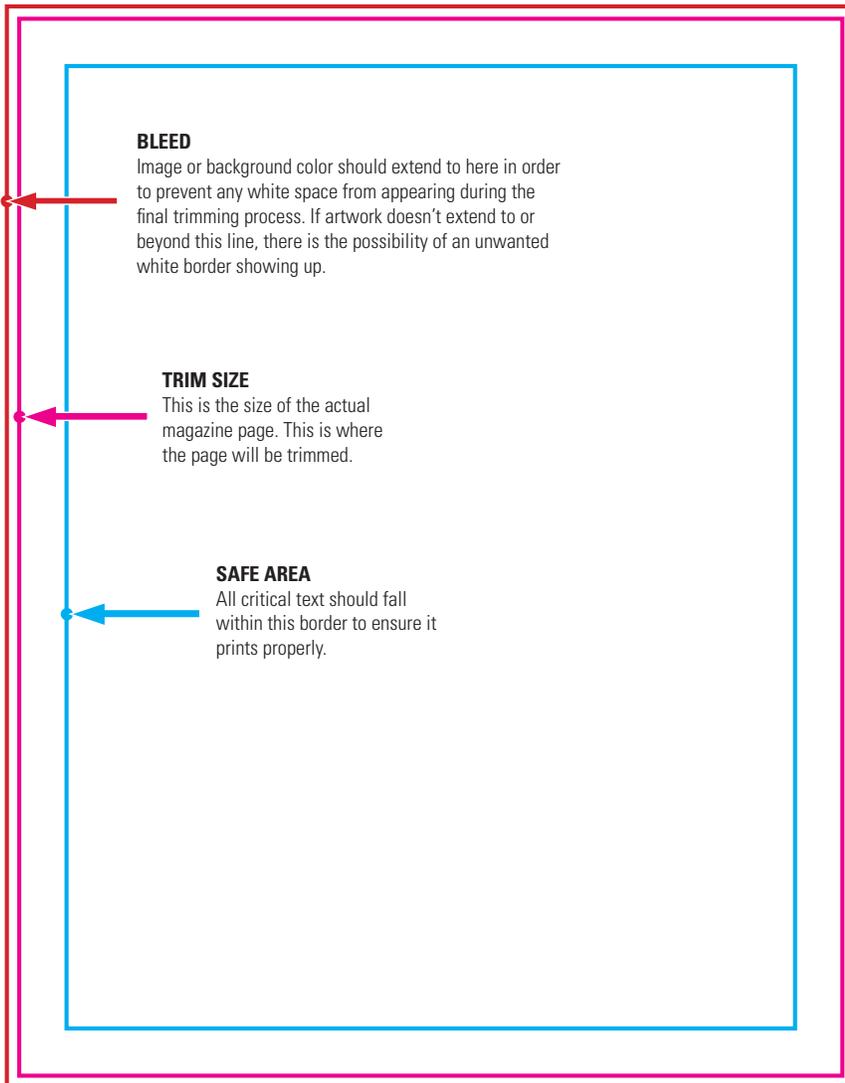
PLACEMENT

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

I

▶ 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"

BLEED
Image or background color should extend to here in order to prevent any white space from appearing during the final trimming process. If artwork doesn't extend to or beyond this line, there is the possibility of an unwanted white border showing up.

TRIM SIZE
This is the size of the actual magazine page. This is where the page will be trimmed.

SAFE AREA
All critical text should fall within this border to ensure it prints properly.