

**Spread (Bleed)**  
 16.25" x 11.125"  
 Live Area: 15.5" x 10.125"\*  
 Trim Size: 16" x 10.875"

**Page (Bleed)**  
 8.25" x 11.125"  
 Live Area:  
 7.25" x 10.125"\*  
 Trim Size:  
 8" x 10.875"

Binding — Perfect Bound

\* Live area must be .375" in from trim on all sides (for full-page and spread bleed ads only).

**1/2 Page (Island)**  
 4.5" x 7.5"

**1/2 Page (Vertical)**  
 3.375" x 10"

**1/4 Page**  
 3.375" x 4.875"

**1/2 Page (Horizontal)**  
 7" x 4.875"

**2/3 Page**  
 4.5" x 10"

**1/3 Page (Vertical)**  
 2.1875" x 10"

**1/3 Page (Square)**  
 4.5" x 4.875"

**Professional Directory**  
 3.25" x 1"

**1/6 Page**  
 2.1875" x 4.875"

### Mechanical & Printing Requirements

Magazine Ad Dimensions (in inches)

Ad size	Width	Depth	Bleed	Trim
Full (Non-bleed)	7	10		
Full (Bleed*)	7.25	10.125	8.25 x 11.125	8 x 10.875
Spread (Non-bleed)	15	10		
Spread (Bleed*)	15.5	10.125	16.25 x 11.125	16 x 10.875
2/3 Vertical (Non-bleed)	4.5	10		
1/2 Horizontal (Non-bleed)	7	4.875		
1/2 Vertical (Non-bleed)	3.375	10		
1/2 Island (Non-bleed)	4.5	7.5		
1/3 Vertical (Non-bleed)	2.1875	10		
1/3 Square (Non-bleed)	4.5	4.875		
1/4 Vertical (Non-bleed)	3.375	4.875		
1/6 Vertical (Non-bleed)	2.1875	4.875		
Professional Directory	3.25	1		

### Show Guide Ad Rates/Requirements

#### AB SHOW GUIDE:

Page (Non-bleed) ..... 4.5 ..... 7.5

#### DIGITAL FILES FOR PRINT:

We prefer CMYK PDF using these settings when creating your pdf. "High Quality Print" or "PDF/X-1a:2001" files.

We will also accept Mac files in Adobe Photoshop, Illustrator or InDesign. All files must be 300 dpi or higher at the size they will be printed. All fonts must be converted to outlines or paths. Acceptable file types include .tif, .eps and .jpeg. All jpeg files will be converted. Do not apply attributes to a font (ie: bold with applied italic)—use the bold italic font.

#### E-MAIL AD MATERIALS TO: [production@athleticbusiness.com](mailto:production@athleticbusiness.com)

For files larger than 15 Mb. There are many free resources for sending large files. Here are a few of the more popular ones.

[dropbox.com](http://dropbox.com) | [bitcasa.com](http://bitcasa.com) | [wetransfer.com](http://wetransfer.com) | [transferbigfiles.com](http://transferbigfiles.com)

#### Technical Questions?

Contact Marjorie Schultz | Digital Production Manager  
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### Schedule Your Ad TODAY!

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