

CAMERA READY AD REQUIREMENTS

AD SIZES

Full Page.....8.625 in. x 11.125 in.
 This measurement includes the .125 bleed on all four sides of your ad. The final trim size of our pages is 8.375" x 10.875".
 Please read bleed instructions below.

1/2 Page Vertical3.5 in. x 10 in.
 1/2 Page Horizontal...7.25 in. x 4.875 in.
 1/3 Page Vertical2.25 in. x 10 in.
 1/3 Page Horizontal...7.25 in. x 3.25 in.
 1/3 Page Square.....4.875 in. x 4.875 in.
 1/4 Page.....3.5 in. x 4.875 in.

CAMERA READY

Camera Ready: Your file is ready to insert into the magazine as is. A camera ready ad needs no changes and cannot be altered.

WHAT IS A CAMERA READY AD?

- Size:** It is the exact ad size of purchased ad.
- Resolution:** All elements including images must be a minimum of 300 dpi at print size.
- Color Mode:** CMYK mode – (not RGB).
- Format:** jpeg, tiff, psd or pdf format.
- Fonts:** All fonts are converted to paths or flattened into the ad.
- Layers:** Ad is flattened into one layer.
- Bleed:** If ad is full page, bleed is 1/8 inch.
- Ad is ready to go "as is".

WHAT IS NOT CAMERA READY?

The Wrong Size: Camera Ready ads do not need to be resized by us.

The Wrong Format: No Word or Publisher files please.

Low Resolution: Ads must be 300 dpi or above. No web images.

A Layered File: File must be flattened.

An Unfinished Ad: Camera Ready files need no changes.

NOTE: If you wish to have any changes done to your ad, you will need to submit an editable file with all associated links and fonts. We can edit layered Photoshop and InDesign files.

Design fees will apply if we are required to modify your ad or adjust your ad in any way.

BLEEDS

The only final art that requires a bleed is a full page ad. Please provide a 1/8 in. (0.125 in.) bleed on all four sides of the document. Keep in mind that any type or essential artwork should not be within 1/4 inch of the cut line of the document. This ensures that the printer does not cut off pertinent information.

COPYRIGHT ISSUES

We will not accept copyright protected material. This includes, but is not limited to ads created by other publications and copyright protected photography.

However, if you have an ad you are fond of, it would be helpful for us to see the ad. This way we can design an ad that has a similar style or look, while still honoring copyright restrictions.

HOW TO SUBMIT ADS

E-mail files to artwork@KatyMagazine.com or deliver a CD or DVD to the office at 605A Park Grove Ln, Katy, TX 77450. If files are too large to e-mail, go to yousendit.com and send to us through this free file transfer service.

Include contact information in any e-mails and clearly label disks with your name, issue date and contact information.



Please e-mail our art department at artwork@KatyMagazine.com or call 281-579-9840 and ask for the design department with any questions you have prior to submitting final art.

Feel free to give this sheet to your designer. We are happy to talk with them if they have any questions.

Please note that we are a family magazine and reserve the right to refuse material, both images and content, that we feel is inappropriate for our audience.