

# Camera Ready Ad Requirements

## For ad agencies and graphic designers

Please feel free to contact our art department if you have any questions on the specifications of your ad.

### PRINT ADS

**DUE DATES:** Ads must be received on or before 5 p.m. on the 15th of the month prior to publication. Late submissions will be assessed late fees of \$50-\$250 depending on how late they are received. We will run current if we do not receive a new camera ready ad from you by the deadline.

**Files Accepted:** PDF, JPEG, TIFF, EPS, or PSD

**Ad Size:** See ad sizes and dimensions on the right. Ad needs to be sized to the exact size and dimension on your contract.

**Resolution:** File, all images, and graphics contained in the file must be 300 dpi.

**Bleed:** Bleed must be extended by 1/4 in. on all sides; crop marks must be offset a minimum of 1/4 in.

**Trim Size:** Keep text and art well within the live area of 7.25 in. X 9.87 in.

**Fonts:** Must be converted to outlines or embedded into the file.

**Printing Process:** Four-color process (CMYK). Please convert all spot colors and RGB.

### WEB ADS

**Resolution:** File, all images, and graphics contained in the file must be 72 dpi.

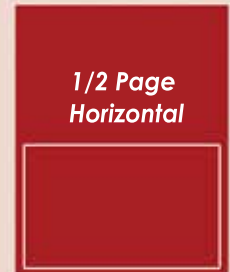
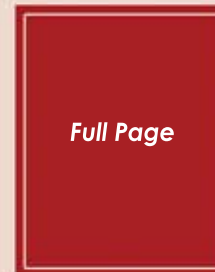
**Ad Size:** 170 pixels X 756 pixels

**ALTERATIONS:** Print and web ads requiring us to modify or correct for any reason will be billed an additional \$50-\$250 depending on the modifications needed.

### HOW TO SUBMIT

Please email files to [artwork@katymagazine.com](mailto:artwork@katymagazine.com). Files that are too large for email (over 5MB) may be sent via [yousendit.com](http://yousendit.com), a free file transfer service.

### AD SIZES



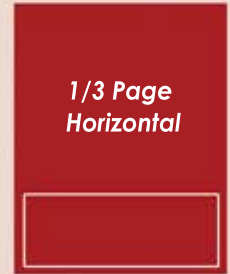
Final Trim Size: 8.37 in. X 10.87 in. 7.25 in. X 4.85 in.

Live Area: 7.25 in. X 9.87 in.

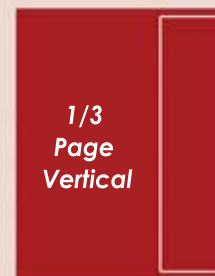
Bleed Amount: .25 in.



3.54 in. X 9.87 in.



7.25 in. X 3.18 in.



2.30 in. X 9.87 in.



3.54 in. X 4.85 in.

**UNACCEPTABLE MATERIALS NOTICE:** Please make sure your ad is suitable for our family audience. We reserve the right to refuse ads that we deem inappropriate for our magazines. For example, ads with suggestive photos or content; ads that promote smoking, alcohol, or gambling; ads with questionable or outlandish claims; ads that are upside down, extremely visually unappealing, or overly text-heavy, etc. Submitter absolves publisher of all content contained within the ads we accept.

*Celebrating Life in Katy, Texas*  
**KATY**  
magazine™