

# 2022 AD SPECS

Full Page  
with bleed  
8.625" x 11"  
after trim  
8.375" x 10.75"  
bleed=.125" on  
all 4 sides  
live area  
7.25" x 9.875"

2/3

1/3V

1/2H

1/3H

1/6V

1/2V

RW

BOM

1/6H

1/2  
column

## DISPLAY SIZES: (width x height)

Full page with bleeds: 8.625" x 11"  
Full page after trim: 8.375" x 10.75"  
Full page no bleed: 7.25" x 9.875"  
2/3 page: 4.75" x 9.875"  
1/2 page horizontal: 7.25" x 4.75"  
1/2 page vertical: 4.75" x 7.25"  
1/2 page column: 3.5" x 9.875"  
1/3 page horizontal: 4.75" x 4.75"  
1/3 page vertical: 2.25" x 9.875"  
1/6 page horizontal: 4.75" x 2.25"  
1/6 page vertical: 2.25" x 4.75"  
Restaurant Week: 2.25" x 3.5"  
Best of Madison Winner: 2.16" x 2.92"

## DIGITAL FILES ONLY:

- InDesign (with all supporting images and fonts), Illustrator EPS (please convert type to outlines), TIF, or PDF files are accepted.
- All images should be 300 dpi and color as CMYK.
- Overall printing density of all colors should not exceed 265%.
- Keep all live matter .437" in from trim. Bleeds should extend .125" out from trim.
- Please supply a composite proof for color. Without a proof, *Madison Magazine* is not responsible for the content of your ad.
- Ads created in Microsoft Word, Microsoft Publisher, Power Point, or any PC-based word processing program cannot be accepted.

## ELECTRONIC ADS

All ads must be submitted digitally (via FTP site) and are due on ad materials deadline.

### FTP FILES TO

Host: madmag84.embtv.com

(for web browsers: ftp://madmag84.embtv.com/)

username: mad36

password: wasitr72

### OTHER FREE FTP SERVICES:

dropbox.com, mailbigfile.com, hightail.com

**Madison**  
magazine

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