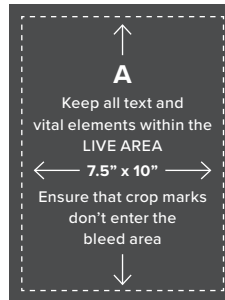


PRINT DISPLAY ADVERTISING SPECS

SIZE	WIDTH	HEIGHT
2-PAGE SPREAD	Please submit two individual pages at full-page specs	
FULL PAGE		
A	Final Trim	8" x 10.5"
	Live Area	7.5" x 10"
	1/8" Bleed	8.25" x 10.75"
B	2/3 VERTICAL	4.625" x 9.5"
C	1/2 HORIZONTAL	7" x 4.625"
D	1/3 SQUARE	4.625" x 4.625"
E	1/3 VERTICAL	2.25" x 9.5"
F	1/4 VERTICAL	3.375" x 4.625"
G	1/6 VERTICAL	2.25" x 4.625"



Bethesda Magazine is printed by Fry Communications on glossy paper in 4-color (CMYK) process. It is perfect-bound and has a final trim size of 8" x 10.5".

PDF files are preferred for all print ad submissions.

Specifications

- Must meet PDF/X-1a standards
- Convert all images to CMYK color
- Flatten all graphics
- Images should be 300 dpi
- Bitmapped graphics should be 1200 dpi
- Do not embed ICC profiles in your images
- Do not use reverse type below 6 pts
- Do not use rules below point size of .25
- Do not use 4-color black type, only 100% black
- Embed or outline all fonts

Submission Optimization

File sizes will vary, but ideal file size submission is less than 20 MB. If file size exceeds 20 MB, save images as JPEGs before PDF conversion.

Color Matching

Bethesda Magazine will not guarantee exact color match without a high-quality proof (Kodak, Fuji or other matchprint equivalent). We can arrange to have one printed at a cost to you of \$75.

Delivery of Materials

Submit your ad materials to:

Amélie Ward

Director of Advertising Operations
amelie.ward@bethesdamagazine.com
301.718.7787 x407