

Advertising Specifications

Thanks for choosing to advertise with *PLY Magazine*! We're delighted to have you.

Advertising with *PLY Magazine*:

Please make sure your *PLY Magazine* ad:

- Promotes products and services of interest to the fiber world
- Help connect readers to things they're looking for and/or discover things they'll be glad they found
- Generally contributes to a positive *PLY Magazine* reading experience
- Supplements *PLY*'s content without detracting from its look

We carefully review each ad with the above in mind before placing it in our layout -- if revisions are needed for any reason, we'll do our best to help point to resources that will help your ad(s) succeed. We reserve the right to refuse advertisements for any reason.

Following are the technical requirements for all the various ad spaces available in *PLY*. If you have questions, concerns, or need assistance or further information, please don't hesitate to contact us at ad.dept@plymagazine.com.

Mechanical Specifications:

Margins and bleed (Full-page only): If you're submitting a full-page ad, allow a 1/8" (0.32cm, 38 pixels) bleed on all edges. Live content (ie, any essential text, graphics, and photos) should be kept 1/4" (0.64cm, 75 pixels) from your ad's outside edges (trim line).

Crop marks: Optional

Files:

- Ads must be submitted in high resolution PDF or high-quality JPEG format (PDF preferred).
- We prefer that your file be in the CMYK color space. If you submit a file in the RGB color space, you may see color differences in print.
- Dimensions of ads should be exactly to specifications.

Fonts and Images:

- Please embed all fonts and images in PDF files.
- All embedded images (and final JPEGs, if submitting a JPEG file) must be 300dpi or better.

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Ad Space Dimensions:

| Ad Space | centimeters | | inches | | pixels | |
|------------------------|-------------|--------|--------|--------|--------|--------|
| | width | height | width | height | width | height |
| 1/8 page (Bazaar) | 8.096 | 5.636 | 3.1875 | 2.2188 | 957 | 666 |
| 1/4 page vertical | 8.096 | 11.906 | 3.1875 | 4.6875 | 957 | 1407 |
| 1/4 page horizontal | 16.828 | 5.636 | 6.625 | 2.2188 | 1988 | 666 |
| 1/2 page | 16.828 | 11.906 | 6.625 | 4.6875 | 1988 | 1407 |
| full page, full bleed* | 21.273 | 27.623 | 8.375 | 10.875 | 2513 | 3263 |

*these dimensions do not include bleed area – see previous page, “Mechanical Specifications,” for details.