

advertising materials & digital specs

# INSIDER'S GUIDE TO RHODE ISLAND™

Rhode Island  
MONTHLY  
COMMUNICATIONS



## Deadlines

Ad Close:	February 20, 2017
Ad Materials Due:	February 27, 2017
3% Prepayment Deadline:	February 27, 2017
Publication Date:	Spring 2017

## Materials Requirements

### FILE FORMAT

- ◆ Adobe InDesign
- ◆ QuarkXPress
- ◆ Adobe Illustrator 9.0 (with type converted to paths and saved as an EPS file)
- ◆ Adobe Photoshop (saved as a TIFF or EPS, not JPEG)

### PDF FILES

- ◆ Hi-res press-optimized PDFs or PDF/X-1a files.
- ◆ All images must be in CMYK, 300 dpi minimum
- ◆ Fonts must be embedded, no TrueType fonts unless converted to outlines
- ◆ Convert all spot/PMS colors to CMYK

### WHERE TO SEND YOUR AD

**CD Rom mailed to:** Rhode Island Monthly Communications, Attn: Traffic Manager, 717 Allens Ave., Suite 105, Providence, RI 02905  
or, **email** file to your marketing consultant.

## MAGAZINE SPECIFICATIONS (all measurements in inches)

Trim size: 7 x 10  
Case bound

## AD SIZES

Document size for both bleed and non-bleed full page ads must measure 7 x 10. For bleed ads, extend bleed 0.125" past trim on all sides. Keep all live matter 0.375" away from trim edges.

### Full Page

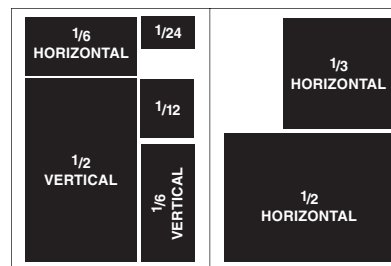
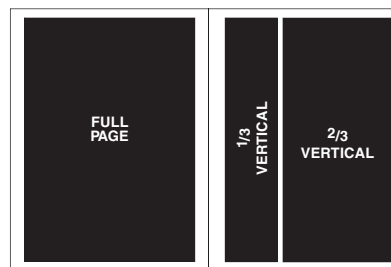
Document Size	Bleed area	Non-bleed area
7 x 10	7.25 x 10.25	6.1 X 9.2

### Spread

Document Size	Bleed area	Non-bleed area
7 x 10 X 2	14.25 X 10.25	13.2 X 9.2

### Fractional ads (width x height)

2/3 vertical	3.67 X 8.67
1/2 vertical	3.67 X 6.38
1/2 horizontal	5.81 X 4.15
1/3 vertical	1.82 X 8.62
1/3 horizontal	3.64 X 4.15
1/6 vertical	1.67 X 4.15
1/6 horizontal	3.64 X 1.91
1/12 page	1.67 X 1.91
1/24 page (dining only)	1.82 X 0.93



## Questions about your ad?

Please call Paul O'Hare, Production Director, at 401.649.4833, or email him at pohare@rimonthly.com