

Public Art Review

phone 651.641.1128
email ads@forecastpublicart.org
website forecastpublicart.org
2300 Myrtle Ave. #160 • St. Paul, MN 55114

2018 Advertising Specs Sheet

FILE REQUIREMENTS

Please ensure your materials meet **ALL** of the following specifications before submitting your file:

DIMENSIONS

- All ad files must be built using the exact dimensions specified. Please note bleed requirements and artwork/copy safe zone detailed for full page (with bleeds) and 2-page spread options.

IMAGE + COLOR QUALITY

- All images in your ad should be at **300 dpi or higher** to print clearly.
- Convert images and all graphic elements to **CMYK** before placing into your file.
- If you are using a **solid black background** in your ad, please set the color formula to C 30, M 30, Y 30, K 100.

SAVE + EXPORT SETTINGS

- We accept Macintosh-compatible **PDF FILES ONLY**.
- Save as a **High-Quality Print**, embedding all images and fonts (do NOT downsample or compress).
- Please do NOT add any crop or printer's marks to the file, and do NOT apply security to your file.

DELIVERY OPTIONS

Your file must be received **on or before** the MATERIALS DEADLINE specified on the ADVERTISING CONTRACT.

- E-mail your file (if less than 20MB) to **ads@forecastpublicart.org**.
- Upload via an online file transfer service such as WeTransfer.com or Dropbox + e-mail the link to **ads@forecastpublicart.org**.
- Mail your file on CD – be sure your delivery time is factored in so that the package arrives on time.



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ADS WITH BLEEDS

For 2-PAGE spreads and FULL PAGE ads that will bleed off the trim edge, **layouts must be built with a 0.125-inch bleed space on all sides.** Keep all essential graphics and non-graphic text away from the trim edge by a safe zone margin of at least 0.375-inch or greater. NOTE: Approximately 0.25-inch of each page will disappear into the gutter for binding. **Please set up file parameters to the exact dimensions shown.**

2-PAGE SPREAD

With Bleeds
16.75 x 10.75 inches

Trim Size
16.5 x 10.5 inches

Safe Zone
16 x 10 inches

Keep all text
0.5 inch
clear from the
center gutter fold.

**SINGLE FULL PAGE
(no border)**

With Bleeds
8.5 x 10.75 inches

Trim Size
8.25 x 10.5 inches

Safe Zone
8 x 10 inches

ADS WITHOUT BLEEDS

Full page ads with a white border and all other smaller ads **DO NOT BLEED.** **Please set up file parameters to the exact dimensions shown.**

**SINGLE FULL PAGE
(with white border)**

7.75 x 10 inches

**1/2 PAGE
vertical**

**3.75 x 10
inches**

**1/4 PAGE
vertical**

**3.75 x 4.875
inches**

**1/8
PAGE
vertical**

**1.75 x
4.875
inches**

1/4 PAGE horizontal

7.75 x 2.3125 inches

1/8 PAGE horizontal

3.75 x 2.3125 inches

1/2 PAGE horizontal

7.75 x 4.875 inches