



advertising specifications



Dartmouth Alumni Magazine/ Pennsylvania Gazette/ Yale Alumni Magazine

	WIDTH	DEPTH
FP ad trim size	8.125"	10.5"
FP ad safe area	7"	9.25"
FP ad bleed page	8.625"	11"
FP ad bleed spread	16.75"	11"
2/3	4.563"	9.625"
1/2 (horiz)	7"	4.75"
1/2 (vert)	4.563"	7.125"
1/3 (sq)	4.563"	4.75"
1/3 (vert)	2.188"	9.625"
1/6 (vert)	2.188"	4.75"
1/12	2.188"	2.25"

Gutter safety for spreads: Allow 0.375" on each side of the gutter, 0.75" total gutter safety.

Brown Alumni Magazine

	WIDTH	DEPTH
FP ad trim size	7.75"	10.25"
FP ad safe area	7"	9.5"
FP ad bleed page	8.25"	10.75"
FP ad bleed spread	16"	10.75"
2/3	4.3125"	8.125"
1/2 (horiz)	6.05625"	4.375"
1/2 (vert)	4.3125"	6.5"
1/3 (sq)	4.3125"	4.375"
1/3 (vert)	2.0625"	9.125"
1/6 (vert)	2.0625"	4.375"
1/12	2.0625"	2.0625"

Gutter safety for spreads: Allow 0.375" on each side of the gutter, 0.75" total gutter safety.

Princeton Alumni Weekly

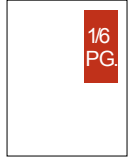
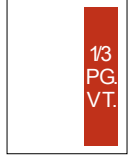
	WIDTH	DEPTH
FP ad trim size	8.125"	10.875"
FP ad safe area	6.875"	9.625"
FP ad bleed page	8.625"	11.375"
FP ad bleed spread	16.75"	11.375"
2/3	4.5"	9.625"
1/2 (horiz)	6.875"	4.75"
1/2 (vert)	4.5"	7.25"
1/3 (sq)	4.5"	4.75"
1/3 (vert)	2.125"	9.625"
1/6 (vert)	2.125"	4.75"
1/12	2.125"	2.25"

Gutter safety for spreads: Allow 0.375" on each side of the gutter, 0.75" total gutter safety.

Stanford Magazine

	WIDTH	DEPTH
FP ad trim size	9"	10.875"
FP ad safe area	7.5833"	9.6667"
FP ad bleed page	9.5"	11.375"
FP ad bleed spread	18.5"	11.375"
2/3	5"	9.6667"
1/2 (horiz)	7.5833"	4.8333"
1/2 (vert)	3.7083"	9.6667"
1/3 (sq)	5"	4.8333"
1/3 (vert)	2.4167"	9.6667"
1/6 (vert)	2.4167"	4.8333"
1/12	2.4167"	2.35"

Gutter safety for spreads: Allow 0.375" on each side of the gutter, 0.75" total gutter safety.



NOTE: When submitting ads, please make sure all color bars and crop marks are outside the bleed. Please submit ads to Pam Gorelow at pgorelow@stanford.edu. Questions? Call Pam at 650-725-0672.



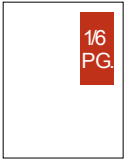
advertising specifications



University of Chicago Magazine

	WIDTH	DEPTH
FP ad trim size	7.5"	10"
FP ad safe area	6.4375"	8.825"
FP ad bleed page	8"	10.5"
FP ad bleed spread	15.5"	10.5"
2/3	4.25"	8.825"
1/2 (horiz)	6.4375"	4.3125"
1/2 (vert)	3.125"	8.825"
1/3 (sq)	4.25"	4.3125"
1/3 (vert)	2"	8.825"
1/6 (vert)	2"	4.3125"
1/12	2"	2.0625"

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