



# advertising specifications



## Ivy League Magazine Network Sizes\*

	WIDTH	DEPTH
TRIM SIZE	8.125"	10.5"
NON-BLEED PG / LIVE AREA	7"	9.25"
BLEED PAGE	8.625"	11.125"
BLEED SPREAD	17.25"	11.125"
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 (horiz)	4.563"	2.25"
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, Stanford, Princeton and University of Chicago have different specifications from the rest of the network - please see additional charts.*

## Princeton Alumni Weekly Sizes

	WIDTH	DEPTH
TRIM SIZE	8.125"	10.875"
NON-BLEED PG / LIVE AREA	6.875"	9.625"
BLEED PAGE	8.5"	11.25"
BLEED SPREAD	16.625"	11.25"
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 (horiz)	4.5"	2.25"
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.

## Brown Alumni Magazine Sizes

	WIDTH	DEPTH
TRIM SIZE	7.75"	10.25"
NON-BLEED PG / LIVE AREA	7"	9.5"
BLEED PAGE	8"	10.5"
BLEED SPREAD	15.75"	10.5"
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 (horiz)	4.3125"	2.0625"
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.

## Stanford Magazine Sizes

	WIDTH	DEPTH
TRIM SIZE	9"	10.875"
NON-BLEED PG / LIVE AREA	7.5833"	9.6667"
BLEED PAGE	9.3333"	11.2083"
BLEED SPREAD	18.333"	11.2083"
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.

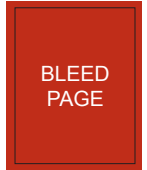
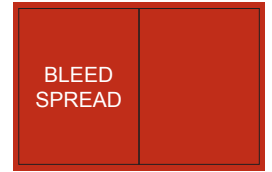


When submitting ads, please make sure all color bars and crop marks are outside the bleed.

Please submit ads to Pam Gorelow at [pgorelow@stanford.edu](mailto:pgorelow@stanford.edu). Questions? Call Pam at 650-725-0672.



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## University of Chicago Magazine Sizes

	WIDTH	DEPTH
TRIM SIZE	7.5"	10"
NON-BLEED PG / LIVE AREA	6.4375"	8.825"
BLEED PAGE	7.75"	10.25"
BLEED SPREAD	15.5"	10.25"
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 (horiz)	4.25"	2.0625"
1/6 (vert)	2"	4.3125"
1/12	2"	2.0625"

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

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