

advertising specifications



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

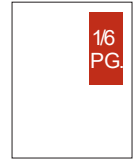
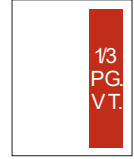
| | WIDTH | DEPTH |
|--------------------|--------|---------|
| FP ad trim size | 8.125" | 10.875" |
| FP ad safe area | 6.875" | 9.625" |
| FP ad bleed page | 8.625" | 11.375" |
| FP ad bleed spread | 16.75" | 11.375" |
| 2/3 | 4.5" | 9.625" |
| 1/2 (horiz) | 6.875" | 4.75" |
| 1/2 (vert) | 4.5" | 7.25"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

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

Dartmouth Alumni Magazine

| | WIDTH | DEPTH |
|-----------------------------------|--------|-------------------------------|
| Bleed page | 8.125" | 10.875" |
| .33" SAFE ZONE ALL THE WAY AROUND | | BLEED .25" ALL THE WAY AROUND |
| Full page | 7.625" | 10.375" |
| 2/3 | 4.5" | 10" |
| 1/2 (horiz) | 7" | 4.875" |
| 1/2 (vert) | 4.5" | 7.125" |
| 1/3 (sq) | 4.5" | 4.875" |
| 1/3 (vert) | 2.125" | 10" |
| 1/6 (horiz) | 4.5" | 2.375" |
| 1/6 (vert) | 2.125" | 4.875" |
| 1/12 (sq) | 2.125" | 2.375" |

For full-page bleed ads, keep live matter 0.33 inch away from trim edges.

For 2-page spreads, keep live matter 1 inch away from the gutter.



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