

## 2-PAGE SPREAD

Bleed: 17 x 11.125\*  
Trim: 16.75 x 10.875  
Live Area: 16 x 10.125 per page



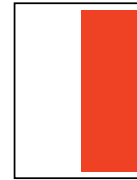
## FULL PAGE

Bleed: 8.625 x 11.125\*  
Trim: 8.375 x 10.875  
Live Area: 7.625 x 10.125



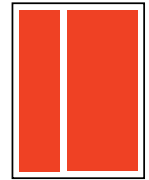
## 1/2 HORIZONTAL

7.375 x 4.793 (no bleed)



## 1/2 VERTICAL

3.564 x 9.833 (no bleed)



## 2/3 VERTICAL

4.833 x 9.833 (no bleed)

## 1/3 SQUARE

4.833 x 4.793 (no bleed)

## 1/3 VERTICAL

2.293 x 9.833 (no bleed)

## 1/6 VERTICAL

2.293 x 4.793 (no bleed)

**Live Area** - The area on a page where you can safely place body copy or other important information.

**Bleed** - Extra image that extends beyond the edge of the page. When trimmed, this ensures the ad will not have a white line down the edge due to cutting variation during printing.

**Trim** - The edge of the printed page after bleed has been cut off. All measurements are in inches.

*\*Please note that all text must stay within the live area which is 3/8" away from the trim.*

**Basic Requirements** - A press-ready PDF, EPS with all text outlined or a flattened JPG.

All ads must be high resolution, at least 300 dpi. The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles. All PMS colors MUST be converted to CMYK.

**For any questions regarding technical specifications or production, please contact [addressign@austinmonthly.com](mailto:addressign@austinmonthly.com)**

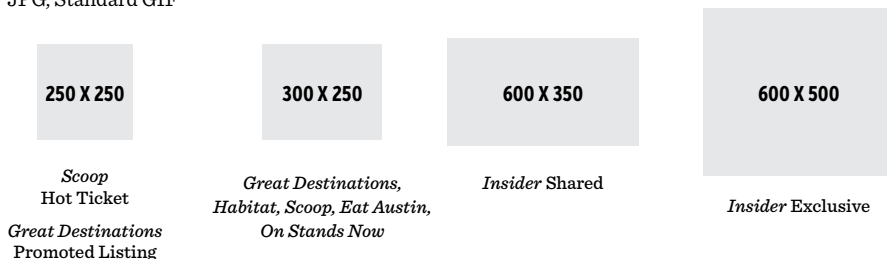
## DISPLAY IMPRESSION AD SIZES – DESKTOP AND MOBILE

JPG, Standard GIF, Animated GIF, Flash/SWF, HTML5



## NEWSLETTERS

JPG, Standard GIF



## FACEBOOK

- a high quality photo that does not include text.
- suggested copy (2 sentences max).
- a URL to the webpage we're sharing (if part of sponsored content package, this will be your story on austinmonthly.com).
- Facebook handle to tag as sponsor.
- any preferred hashtags (5 max).

## INSTAGRAM POST

- 3 high quality photos to choose from that do not include text.
- suggested copy (3-4 sentences max).
- Instagram handle to tag as the sponsor.
- any preferred hashtags (5 max).
- a URL to use for link in bio

## INSTAGRAM STORY

- \*Note: We will only post a max of 3 consecutive story posts\*.
- suggested copy for each slide (2 sentences per slide, max).
- a high quality image for each slide.
- a URL to connect (so users can swipe up).
- Instagram handle to tag.
- any preferred hashtags (3 max).