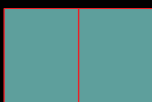


mamalode®



design card



DOUBLE TRUCK*

trim size 16.25" w x 10.8125" h

live size 15.75" w x 9.8125" h

bleed size 16.5" w x 11.0625" h

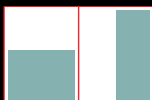


FULL PAGE*

trim size 8.125" w x 10.8125" h

live size 7.625" w x 9.8125" h

bleed size 8.375" w x 11.0625" h



HALF PAGE

horizontal 7.5" w x 5.0914" h

vertical 3.6875" w x 10.3125" h



THIRD PAGE

2.625" w x 10.3125" h



QUARTER PAGE

3.6875" w x 5.0941" h



NINTH - MARKETPLACE

2.4169" w x 3.3313" h

* all text + rules must be .25" within the trim

Publication trim size: 8.125" x 10.8125"

Binding Method: Saddle Stitch

Line Screen: 300 dpi

Preferred Format: Hi-res pdfs, including bleed.

All ads should be submitted as Press Quality PDFs.

Ads must be built to the correct size. Please see the grid.

All live material must be .25 inches from the trim on all sides.

Full bleeds must be .125 on all sides -

only on full page & double trucks

Use rich black (C-60, M-40, Y-30, K-100).

All colors must be CMYK. No pantone or spot colors.

print

Materials must be submitted by the due date to ensure accuracy and customer satisfaction. To avoid being assessed extra production fees, advertisers must follow **mamalode** specifications for ad materials. Digital files required. Production-ready art that does not meet our print specifications will incur a **\$35 fee** (including incorrect sizes, incorrect dpi, and other graphic changes).

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web

LARGE SQUARE

pixels 300 w x 250 h

SKY SCRAPER

pixels 160 w x 600 h

VERTICAL BANNER

pixels 160 w x 300 h

BUTTON

pixels 160 w x 60 h

- Web ads should be 72 dpi with a maximum size of 40 k
- Ads should be in gif, jpg or swf formats
- Filename should contain only alphanumeric symbols, underscores or periods
- Filename should end in .gif, .jpg, .swf
- Please include redirect url (your website that you want the button to click to)
- All ad units must have a border
- Flash is an extra charge, please review your contract

