



## Advertising Dimensions

### Display Advertising >

#### 1/6 Page Horizontal

W: 4.6877 inches x H: 2.25 inches

#### 1/6 Page Vertical

W: 2.25 inches x H: 4.85 inches

#### 1/4 Page

W: 3.45 inches x H: 4.85 inches

#### 1/3 Page Horizontal

W: 4.6877 inches x H: 4.85 inches

#### 1/3 Page Vertical

W: 2.25 inches x H: 9.875 inches

#### 1/2 Page Horizontal

W: 7.125 inches x H: 4.85 inches

#### 1/2 Vertical

W: 4.6877 inches x H: 7.45 inches

#### 2/3 Page Vertical

W: 4.6877 inches x H: 9.875 inches

#### Full Page

W: 8.125 inches x H: 10.875 inches

- Stay .375" away from page edge for all live matter

#### Full Page with Bleed

W: 8.125 inches x H: 10.875 inches

- Add .1875" bleed off page edge
- Stay .375" away from page edge for all live matter

## Advertising & Publication Specifications

Printing Method:  
Web Offset

Trim Size:  
W: 8.125 x H: 10.875

Accepted Ready Advertisements:  
Often referred to as "Camera-ready." To be provided on CD or via e-mail to [design@southjersey.com](mailto:design@southjersey.com)

.pdf [Adobe Acrobat]  
.eps [with all fonts as outline]

All files must be CMYK and 305 dpi at the desired print (output) size.

Supplied Graphic Files:  
Photography, graphics and logo files for in-house advertising development. To be provided on CD or via e-mail to [design@southjersey.com](mailto:design@southjersey.com).

.pdf [Adobe Acrobat]  
.eps [with all fonts as outlines]  
.jpg [maximum resolution settings]  
.tiff

All files must be CMYK and 305 dpi at the desired print (output) size.

Please provide a sketch with clear direction of the desired end result of your advertisement on the sketch area provided.

Note: If you wish to forward application files (Adobe Illustrator, Quark Express, etc.) each layer/component of the application must meet the above criteria and have the necessary fonts.

- Contact your sales representative if you plan to submit this type of file so our in-house graphics department can contact you to make arrangements.

Supplied Artwork:  
All images supplied for scanning must be accompanied by a clearance of copyright from the owner of the material. Additionally scans of printed images will not have the superior clarity achieved by scanning photographic images.

General Information:  
Advertisements that do not show a clear border (point line will have one added at the publisher's discretion.

**SOUTH JERSEY**  
MAGAZINE

