

# Artwork Guidelines & Ad Specifications

When submitting artwork for advertisements please observe the following guidelines:

## Applications, File Formats and Acceptable Media

### Preferred Programs\*

Adobe Acrobat  
Adobe Photoshop (CC)  
Adobe Illustrator (CC)  
Adobe InDesign (CC)

### Incompatible Programs\*

Microsoft Publisher  
Microsoft Word  
Microsoft Powerpoint

\* Please call regarding any programs not mentioned above.

### Acceptable File Formats\*

300 dpi (min.) EPS, TIFF,  
JPEG, or High Resolution  
PDF

### Unacceptable

Due to resolution issues and  
in some cases copyright issues,  
**we cannot use photos or  
graphics from websites**  
unless the site is specifically for  
media downloads.

For ads that have already been created in these formats,  
please send an email copy along with any graphics or photos  
used and we will recreate the ad to our specifications.

## Fonts

ALL fonts used must be included with artwork. If ad is provided in Illustrator, convert all type to outlines before sending.

## Sending Ads and Artwork

Email\* to: [lisa@foxcitiesmagazine.com](mailto:lisa@foxcitiesmagazine.com)

\* Files over 20 MB cannot be received via email. Please use WeTransfer.com, Dropbox or Google Drive to send large files.

## When In Doubt

Contact the art director or your account executive with questions, concerns or special requests.

## Ad Sizes

\*Please use 1/8" bleeds.

All sizes are in inches.

### For MONTHLY ISSUES:

FULL (live area, 7.5 x 10)	8.5 x 11 + bleed*
BACK (live area, 7.5 x 8.25)	8.5 x 9.25 + bleed*
2/3 horizontal	7.5 x 6.625
2/3 vertical	4.875 x 10
3/8 standard	3.625 x 7.375
1/2 standard	4.875 x 7.375
1/2 horizontal	7.5 x 4.875
1/2 vertical	3.625 x 10
1/3 horizontal	7.5 x 3.1875
1/3 vertical	2.375 x 10
1/3 square	4.875 x 4.875
1/4 horizontal	7.5 x 2.375
1/4 vertical	2.375 x 7.375
1/4 standard	3.625 x 4.875
1/6 horizontal	4.875 x 2.375
1/6 vertical	2.375 x 4.875
1/6 square	3.625 x 3.187
1/8	3.625 x 2.375
1/12	2.375 x 2.375
1/16	2.375 x 1.75
1/24	2.375 x 1

### For CITY GUIDE ads:

FULL (live area, 5.25 x 10.25)	6 x 11 + bleed*
BACK (live area, 5.25 x 10.25)	6 x 11 + bleed*
3/4 horizontal	5.25 x 7.625
2/3	5.25 x 6.736
3/8	2.5 x 7.625
1/2 standard	5.25 x 5
1/2 vertical	2.5 x 10.25
1/3 horizontal	5.25 x 3.25
1/3 vertical	2.5 x 6.75
1/4 horizontal	5.25 x 2.375
1/4 vertical	2.5 x 5
1/6	2.5 x 3.25
1/8	2.5 x 2.375
1/12	2.5 x 1.5
1/16	2.5 x 1.062

### For DINING GUIDE ads:

FULL (live area, 3.375 x 8.25)	4 x 9 + bleed*
BACK (live area, 3.375 x 8.25)	4 x 9 + bleed*
2/3	3.375 x 5.25
1/2	3.375 x 4
1/3	3.375 x 2.75