



ADVERTISING SPECIFICATIONS

Ad Sizes

<u>Unit Size</u>	<u>Width</u>	<u>Height</u>
Full-Page Bleed.....	8.75" (2625px).....	11.25" (3375px)
Full-Page Non-Bleed.....	7.5" (2250px).....	10" (3000px)
1/2 Page Horizontal.....	7.5" (2250px).....	4" (1200px)
2/3 Vertical.....	4.95" (1485px).....	7.5" (2250px)
1/3-Page Vertical.....	2.39" (717px).....	7.5" (2250px)
1/3-Page Horizontal.....	4.925" (1477px).....	4" (1200px)
1/4-Page Horizontal.....	2" (600px).....	7.5" (2250px)
1/6-Page Vertical.....	2.375" (712px).....	4" (1200px)
1/6-Page Horizontal.....	4.925" (1477px).....	2" (600px)
Classified Ad.....	2.375" (712px).....	2.66" (798px)

Ad Specifications

Color Model: Grayscale or CMYK

Resolution: 300dpi. 133 lines screen.

Format: PDF files preferred. Adobe InDesign, PhotoShop, Illustrator files also accepted. When sending an ad on disk or via e-mail, include all screen and printer fonts (or save fonts as outlines). Include any TIFF, PICT and/or EPS format art files.

Hyperlinks: Ads may include live hyperlinks for our digital magazine editions. Include full hyperlinks (with http://) to confirmed destination pages. Hyperlinks *must* be directly related to ad content (i.e. product ads must link to product pages, not publisher landing pages).

Ad Delivery

All advertising content is due 15 days prior to the month of publication. So, if a magazine is released in April, all ad files are due for that issue on March 17. Failure to deliver ad files on or before the due date may lead to refusal of the ad for that issue.

Email: Email ad files to advertising@ondermediagroup.com. Email subject should include: "Ad Files for Onder Magazine:" followed by the issue number, and client name (example: "Ad Files for Onder Magazine 34, Awesome Games Inc").

Dropbox: If ad files are too large to transmit via email, a Dropbox folder will be made available for uploading. Please ensure we have complete contact information so we can send the Dropbox invitation to the correct member of your staff.

Safety Area

Live Area: 7.5" x 10"

**No text or important
imagery should exceed
Live Area.

**Full-page Bleed:
8.75" x 11.25"**

Live Area: 7.5" x 10"

Safety Area

Safety Area

Safety Area

Full-page Non-Bleed:
7.5" x 10"

HEADER BAR

Half-page Horizontal:
7.5" x 4"

HEADER BAR

Two-thirds Vertical:
4.95" x 7.5"

HEADER BAR

One-third
Vertical:
2.39" x 7.5"

1/6
Vertical:
2.375"
x 4"

1/6-Page Horizontal:
4.925" x 2"

HEADER BAR

1/3-Page Horizontal:
4.925" x 4"

1/4-Page Horizontal:
7.5" x 2"

Classified Ad space

1/9
Vertical:
2.375"
x 2.66"

1/9
Vertical:
2.375"
x 2.66"

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x 2.66"

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