

Production Requirements

SIZING

2-PAGE SPREAD

With Bleed:
17.25" W x 11.375" H

Without Bleed:
16.75" W x 10.875" H

Safety Margins:
.25" from the edges

FULL PAGE

With Bleed:
8.875" W x 11.375" H

Without Bleed:
8.375" W x 10.875" H

Safety Margins:
.25" from the edges

HALF PAGE

Vertical:
3.75" W x 10.375" H

Horizontal
7.875" W x 5" H

QUARTER PAGE

3.75" W x 5" H

PAGE STRIP

2.75" W x 10.375" H

DUE DATES

Ads are due the **15th** of the month prior to the ads release date.

If 605 does not hear back on any ad changes/updates by ad deadline (typically the 15th of the month prior to print), 605 will default to **running the latest ad on file.**

REQUIRED MATERIALS

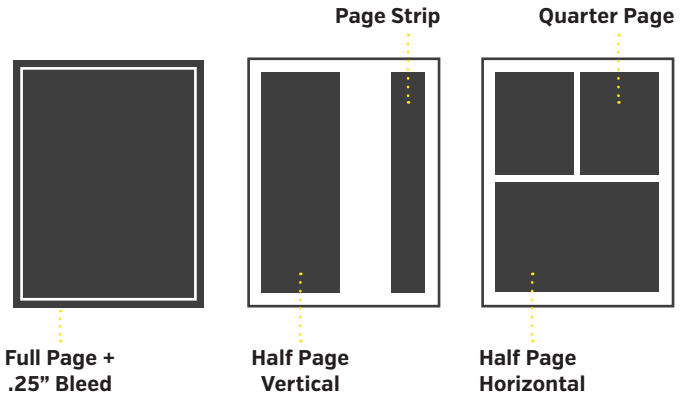
Digital files only.

High resolution PDF (image resolution 300 DPI minimum).

With embedded fonts and CMYK color mode.

Please do not use the font **Roboto**. It is known to crash multiple systems.

SIZING REPRESENTATION



605's AD CREATION SERVICES

Ad creation is available upon request at a production charge of \$120. This includes **one proof edit (additional \$50 per proof edit)**. Required materials include PNG or vector files of company logo, high resolution images for ad artwork, and any pertinent information, ways to contact, and taglines.

If you would like an ad that 605 created to use for other marketing, we are able to resize the artwork for \$75 per ad.

Marketing shoots are available upon request at \$500 for the first hour, and are \$100 per hour following.

CROP & BLEEDS

- Two-page and full page ads with bleeds should be built to size using the specs above with an addition of a .25" bleed on all sides.
- Creative extending in to the bleed area will be lost in the final trimming process.
- Please include all trim and bleed marks on your PDF. If there are no trim or bleed marks, 605 is **not responsible** for trimmed content.

SAFETY MARGINS

- The safety margin is .25" inside the trim line. This ensures information isn't too close to the edge and in danger of being cut off.

DISCLAIMERS & CANCELLATIONS

605 tries to check all submitted ads before printing for discrepancies as a courtesy. However, 605 is not responsible for any misspellings, low resolution images, lost information/visuals outside of the safety line, company errors, or use of RGB color mode. Please double check your ads before submitting.

- Advertising contracts that are terminated early are subject to the difference between the regular rate and the frequency rate that was given plus 10%.

Web & Newsletter Specs

	WIDTH	HEIGHT
SMALL RECTANGLE	300px	125px
MEDIUM RECTANGLE	300px	250px
LARGE RECTANGLE	300px	600px
FOOTER LEADERBOARD	970px	90px
NEWSLETTER BANNER	300px	125px
NEWSLETTER SQUARE	300px	300px

REQUIRED MATERIALS

JPG or GIF (image resolution 72 DPI minimum).
With embedded fonts and RGB color mode.

DUE DATES

Web ad commitments are yearly, but ads can be changed quarterly. If 605 does not hear back on any ad changes by each quarter deadline (January 1, April 1, July 1, October 1), 605 will default to **running the latest ad on file**.

AD CREATION

Ad creation is available upon request at a production charge of \$120. This includes one proof edit (additional \$50 per proof edit). Required materials include PNG or vector files of company logo, high resolution images for ad artwork, and any pertinent information and taglines.

NEWSLETTER

Send a custom newsletter blast for \$250. Newsletter banners on 605 newsletter issue announcements are \$100 and newsletter squares are \$150.

SIZING DIAGRAMS

605 MAGAZINE

Opta ium acculpa callaborumet re saestiae iliqui untur, non eum net doluptatis dolori doluptas eum ium, quialtendo officia idellaut doloresum que nonest, ut aliquamust, sandiae voluptiis suscipis sed qui aut volupta tendunt exerum etur? Qui ut doloriae lab ipsunt inctur

MEDIUM RECTANGLE

SMALL RECTANGLE

605 MAGAZINE

Vidion eostis rehenda vendunt, nim santo consequ aturibusam, temquat. Aribus ant et lam, quo consequi iur, nis aut deliquo commis es molam nos doluptibus nihil ipsam sit prat venis aut que pos re nonem quantis qui audisci berions

LARGE RECTANGLE

605 MAGAZINE

Icae volut volor soluptam inustrum recaerum que lam, odis altas volliqu odignim olupta eventis experis quo officieni quis rempores invere consed ut unti eventis experis quo officieni quis rempores invere consed ut untiam, nesto eaquis

FOOTER LEADERBOARD

605 MAGAZINE

605 MAGAZINE

Vidion eostis rehenda vendunt, nim santo consequ aturibusam, temquat. eventis experis quo officieni quis rempores invere consed ut untiam, nesto eaquis

NEWSLETTER SQUARE

NEWSLETTER BANNER

Aribus ant et lam, quo consequi iur, nis aut deliquo commis es molam nos doluptibus nihil ipsam sit prat venis aut que pos re nonem quantis qui audisci berions