

# Sunshine ARTIST Advertising Specifications

Effective with the November 2009 issue

Dimensions for ads are listed in inches, measured width by height. Measurements are exact outside dimensions, which include the border. The ad sizes shown are non-bleed image areas. Camera-ready ads must be submitted exactly as the size indicates. Ads that are more or less than 1/32 of an inch different than the size specified may incur

an additional charge to correct the size and/or will be sent back to be corrected.

No credits will be given for submitting ads that do not meet SA's required specifications.

**Sunshine Artist** is a perfect-bound magazine; the final trim size is 8.125" x

10.875", and all live matter must be kept .25" inside the final trim size. Bleeds are available only for 2-page spreads and full pages — advertisers not meeting print requirement may be asked to resubmit the ad in the correct size or pay a fee to extend (*if possible to do so*). Please reference the measurements provided below for correct sizes.

**2-PAGE SPREAD**

**LIVE AREA**  
15.5" (W) x 10.5" (H)  
Gutter .5"

**BLEED**  
16.50" x 11.125"

**TRIM SIZE**  
16.25" x 10.875"

**FULL PAGE**

**LIVE AREA**  
7.75" (W) x 10.5" (H)

**BLEED**  
8.375" x 11.125"

**TRIM SIZE**  
8.125" x 10.875"

SA uses **PC-based programs**: Adobe InDesign CS 4.0, PhotoShop CS 4.0, Illustrator CS 4.0. to generate graphic files.

**Camera-Ready Ad Specs:** Preferred file formats are **Press Ready PDF's**. Other acceptable formats are .TIFF, .EPS or .JPG, for PC Platform.

• **Color Ads:** should be **300 dpi, CMYK, flattened**, text converted to outline (or curves based on programs used) and scaled to size.

• **Black & White Ads:** should be **300 dpi, grayscale, flattened**, text converted to outline (or curves based on programs used) and scaled to size.

**Transfer process:** We accept camera-ready files through e-mail using [gm@sunshineartist.com](mailto:gm@sunshineartist.com), or if time permits you can send us a PC-based CD ROM with your AD.

**2/3 PAGE VERTICAL**

**LIVE AREA**  
4.70" x 9.80"

**1/2 PAGE HORIZONTAL**

**LIVE AREA**  
7.125" x 4.75"

**1/2 PAGE VERTICAL**

**LIVE AREA**  
4.7" x 7.25"

**1/3 PAGE VERT.**

**LIVE AREA**  
2.25" x 9.80"

**1/3 PAGE SQUARE**

**LIVE AREA**  
4.70" x 4.70"

**1/3 PAGE HORIZ.**

**LIVE AREA**  
7.125" x 3.25"

**1/4 PAGE HORIZ.**

**LIVE AREA**  
4.70" x 3.75"

**1/4 PAGE VERT.**

**LIVE AREA**  
2.25" x 7.25"

**1" PAGE.**

**LIVE AREA**  
2.25" x 1"

**1/12 PAGE SQ.**

**LIVE AREA**  
2.25" x 2.25"

**1/6 PAGE VERT.**

**LIVE AREA**  
2.25" x 4.75"

**1/6 PAGE HORIZ.**

**LIVE AREA**  
4.70" x 2.25"