



# 2014 Ad Size Specifications



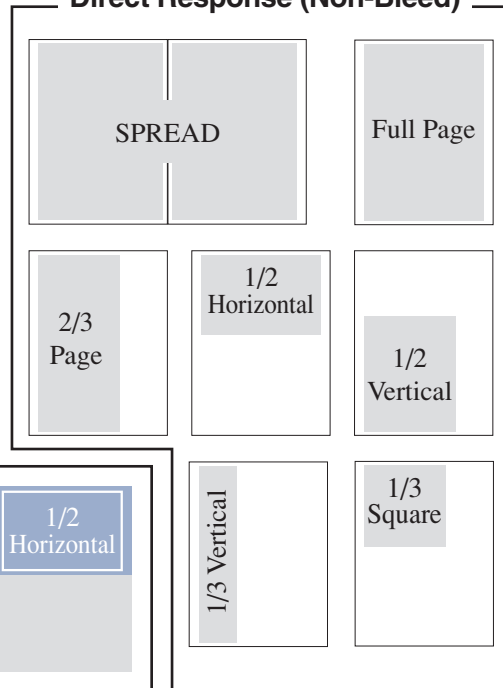


# Direct Response

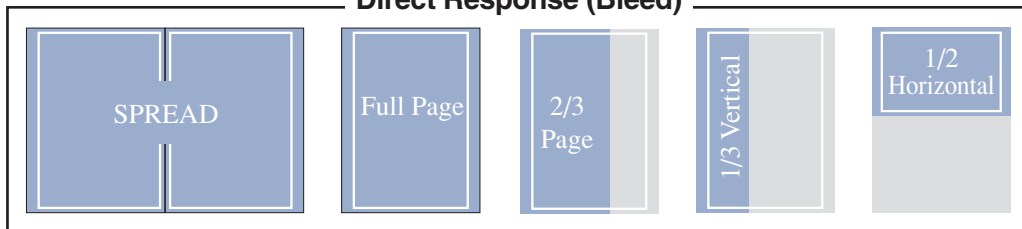
## American History, America's Civil War, Aviation History, British Heritage, Civil War Times, Vietnam, Wild West

Ad Size	Non-Bleed Size	Bleed Size
Spread	15" x 10"	16" x 10 3/4"
Full Page	7" x 10"	8 1/8" x 10 3/4"
2/3 Page	4 5/8 x 9 3/4"	5 1/4" x 10 3/4"
1/2 Horizontal	7" x 4 3/4"	8 1/8" x 5 3/8"
1/2 Vertical	4 5/8" x 7 1/8"	N/A
1/3 Vertical	2 1/4" x 9 3/4"	2 7/8" x 10 3/4"
1/3 Square	4 5/8" x 4 3/4"	N/A

### Direct Response (Non-Bleed)



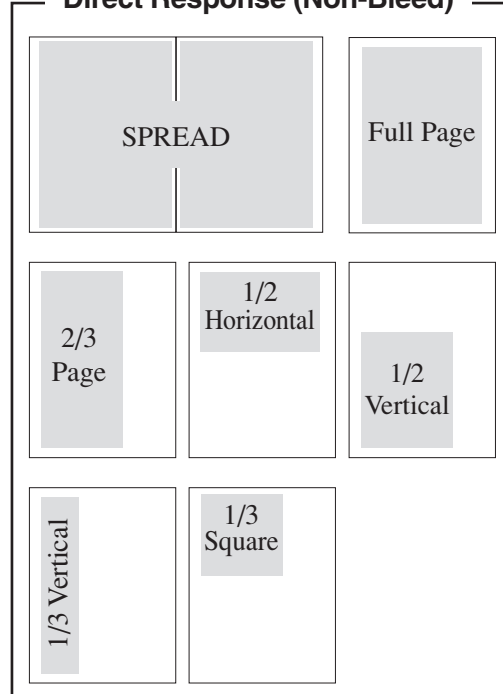
### Direct Response (Bleed)



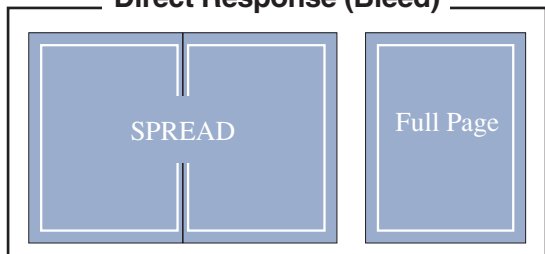
## History Specials, Military History, Military History Quarterly and World War II

Ad Size	Non-Bleed Size	Bleed Size
Spread	16" x 10"	17 1/4" x 11 1/8"
Full Page	7" x 10"	8 3/4" x 11 1/8"
2/3 Page	4 5/8 x 9 3/4"	N/A
1/2 Horizontal	7" x 4 3/4"	N/A
1/2 Vertical	4 5/8" x 7 1/8"	N/A
1/3 Vertical	2 1/4" x 9 3/4"	N/A
1/3 Square	4 5/8" x 4 3/4"	N/A

### Direct Response (Non-Bleed)



### Direct Response (Bleed)



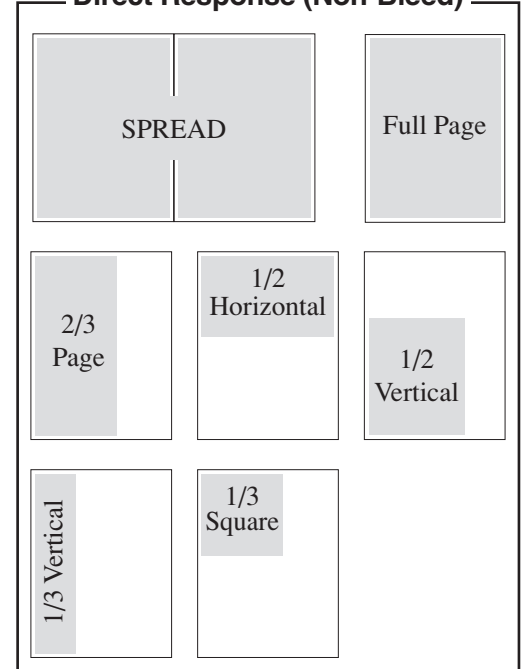


# Direct Response

## Armchair General

Ad Size	Non-Bleed Size	Bleed Size
Spread	15 1/2" x 9 1/2"	17" x 10 3/4"
Full Page	7 7/8" x 10"	8 5/8" x 10 3/4"
2/3 Page	4 5/8" x 9 3/4"	6" x 10 3/4"
1/2 Horizontal	7" x 4 3/4"	8 5/8" x 5 3/4"
1/2 Vertical	4 5/8" x 7 1/8"	N/A
1/3 Vertical	2 1/4" x 9 3/4"	N/A
1/3 Square	4 5/8" x 4 3/4"	N/A

## Direct Response (Non-Bleed)



## Direct Response (Bleed)

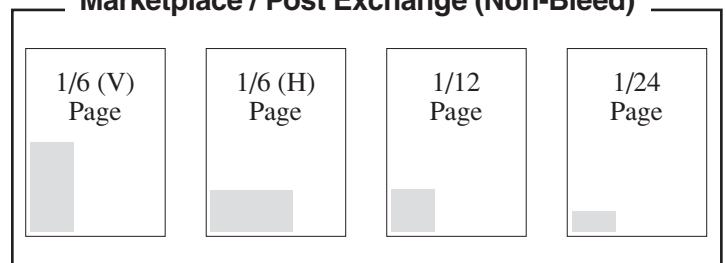


# Marketplace/Post Exchange

## Marketplace / Post Exchange

Ad Size	Non-Bleed Size
1/6 Page (V)	2 1/4" x 4 3/4"
1/6 Page (H)	4 5/8" x 2 3/8"
1/12 Page	2 1/4" x 2 3/8"
1/24 Page	2 1/4" x 1 1/8"

## Marketplace / Post Exchange (Non-Bleed)



### Word Count

Classified word ads are available in select titles with a 20 word minimum requirement.

Yellow tint block is also available for an additional fee.

### Sample 1

**THIS IS AN EXAMPLE OF A 20 WORD AD.** Your ad will appear on the Marketplace page in this size.

### Sample 2

**THIS IS AN EXAMPLE OF A 30 WORD AD.** This gives you a good idea of what your ad will look like on the final Marketplace page of the magazine.

### Sample 3

**THIS IS AN EXAMPLE OF A 60 WORD AD.** Your ad will take up approximately this much space on the final Marketplace page of the Weider History Group magazine you are advertising in. Be sure to read the Word Ad Specifications portion of this document to see how words are counted and also how word ads are styled and set.



# Ad Specifications

## Display Ad Specifications

**Final Ad Submission Requirements:** Build all ads to correct dimensions. On full page ads, the bleed color or image must extend .125" beyond each side (bleed). All important text or images must be at least .25" inside the final trim size (live area). Not applicable to fractional ads. Total dot density for all four colors (C-M-Y-K) should not exceed the SWOP (Standards for Web Offset Publications) standard of 300% in any area. Digital ads are ONLY accepted as PDF, EPS, TIFF, or collected InDesign CS3 and CS4 or QuarkXPress 7 and 8 files. Other formats, such as Publisher or Word, cannot be accepted. Do not use 'Registration' for any design elements.

**PDF Specifications:** PDF is the preferred file format for digital ad submission (PDF/X-1a:2001). All high-resolution images and fonts must be embedded in the PDF when the file is saved. Distilled through Acrobat Distiller.

**Image Specifications:** Image must be flattened and contain no layers. Images must be EPS or TIFF. Other formats are not recommended. Image size must be 400-450 dpi (dots per inch) at 100%. Image mode must be CMYK for 4-Color Ads. Image mode must be Greyscale (0-0-0-100% K) for Black and White Ads. Do not send or use RGB images.

**Font Specifications:** Do not use True Type or Multiple Master fonts. DO NOT apply style attributes to fonts.

**InDesign or QuarkXPress Specifications:** Package or Collect file for output. All images, screen and printer fonts used in the ad must be included. Compress document, images, and fonts into a Zip file (PC Users) for emailing, or place all files on a CD.

## Word Ad Specifications

**Counting Words:** Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and seven numerals or less are considered one word. If you use a post office box, P.O. is one word, Box is one word and the number of box is one word. Cities and states consisting of two words or more are considered one word: i.e. "New York City" or "Salt Lake City." Zip code is considered one word. URL's and email addresses count as three words each. Telephone numbers with area codes are considered one word. No charge for normal punctuation.

**Classified Word Ad Style:** All advertisements are set uniformly. They are set solid with the lead words set in bold caps. URL's, email addresses, phone and fax numbers are set in bold. Abnormal capitalization, type variations, illustrations, special line breaks and borders are not permitted.

**Final Ad Submission Options:** Gather all the files you want to send to us via E-mail, FTP or other file sending options like YouSendit.com. These options are all available upon request. Send ads via email to: [production@russelljohns.com](mailto:production@russelljohns.com) with a copy to your sales account representative indicating the publication in which the ad is being placed in the subject line or send on disk. If sending a file type other than a TIFF or PDF, please send a PDF (in addition to) for proofing purposes or fax a copy of the ad to use as reference to: 800-649-6712 (clearly stating which magazine you are working with). Reproduction quality is at the advertiser's risk if any of these requirements are not met.

**For Direct Response and Marketplace  
advertising inquiries, contact us:**

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