

UPCLOSE

Magazine

Mechanicals

3 column format

½ Inch margin

Text Gutter size= .167

Column size= 2.5" x 10.125"

150 lpi

Four Color Process only.

Trim size: 8³/₈" x 10⁷/₈" (8.375 x 10.875)

Please keep copy at least ¼" away from the trim edges.

Bleed size: 8⁷/₈" x 11³/₈" (8.875 x 11.375)

Back Cover: same as normal page size, but **MUST** be built on the back cover template to accomodate the mailing clear area.

2-Page Double Truck: 17.25" x 11.375"
(includes all around ½" bleed)

1/2 Horizontal Ad: 7.875" x 5"

1/2 Vertical Ad: 3.9" x 10.125"

1/3 Square Ad: 5.2" x 5"

1/6 Vertical Ad: 2.5" x 5"

1/4 Vertical Ad: 3.85" x 5"

There are no other available ad sizes.

Submission Guidelines

Ads:

Mechanicals and templates for popular page layout programs are available at upclosemagazine.com.

PDF X-4 is the preferred file format, with PDF version of 1.7.

Please build on a page the actual size of the ad.

No crop marks or slugs.

Please check very carefully that no spot colors are present in your files!

Proofing:

Layout artists will receive a proof of the ad after it has gone through our production process. Please check this very carefully - UpClose will not be responsible if the ad reproduces exactly as the proof appears even if there is some sort of problem with the art. This includes but is not limited to typos, incorrect expiration dates, prices or disclaimers.

UpClose does not guarantee matching color in any case.

Images:

Editorial - Minimum of 300 ppi at 5" x 7", in CMYK color. If larger images are needed, 300 ppi at final size - recommend never resizing images from their original size.

Both ads and images: JPEG compression is fine as long as it's very mild. As a guideline, 3 megabytes is about as small as any single ad or image should be.

Transmitting:

adsdepartment@upclosomagazine.com has a capacity of 20 megabytes. If more is needed, dropbox and other file transfer services are available.

Format (additional considerations):

Ads: PDF, with vectors preserved. Please DO NOT rasterize any vector objects in your files.

Canva:

Do not email. Please share your project through Canva with upcloseads@gmail.com.

DO NOT:

Attempt to make a picture larger through software.

Over JPEG compress your images.

Submit black and white files.

Use any color model other than CMYK.

Use Microsoft products to build an ad.