

# BREED PUBLICATIONS, LLC

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## ADVERTISING REQUIREMENTS:

### ADVERTISING DESIGNED BY PUBLISHER:

#### AD DIMENSIONS:

Full Page – 7.5" x 10"

Half Page – 7.5" wide x 5" high or 3.75" wide x 10" high

Third-page – 2.5" wide x 10" high or 7.5" wide x 3.25" high

Quarter Page – 3.75" wide x 5.0" high or 7.5" wide x 2.5" high.

Centerspread – 16" wide x 10" high. or two pages each at 7.5" x 10"

#### PHOTOS

- Original photos accepted. Mail directly to publisher.
- Electronic submission of scanned photographs. Must be 300 dpi and saved as highest resolution .jpg or .tif format.
- High quality digital pictures may be accepted.
  - Make sure your camera is set as its highest resolution prior to taking pictures.
  - Do not crop and reduce.
  - Send original file from camera.
  - Digital images taken with a cell phone camera are not acceptable for print reproduction.

#### AD COPY

- May be submitted using MS Word or WordPerfect, or any other recognized word processing software.
- If a picture is inserted in the ad copy as an example of placement, the photograph must be also sent as a separate image file. Embedded pictures in MS Word will not reproduce in print media.
- May also be submitted in an email.
- Be sure to include any special notations about the ad layout. If the photographer is to receive credit for a picture in the ad, please include the name.

#### ARTWORK:

Drawings, logos, unusual type styles and the like are easily scanned and do not incur an extra charge. Paintings, pastels, charcoal or pencil drawings are acceptable but may be charged as a photograph.

#### FONTS

If a unique type font is desired, include the font file with your ad copy.

#### CAMERA-READY ADS

- **Inside pages:**
  - Black/white ads only
  - See above for advertising dimensions. The ad must be designed to the specific ad dimensions.
  - Must be 300 dpi resolution.
  - May be high resolution .PDF or .tif
  - MS Word and MS Publisher are not acceptable software for creating camera-ready ads and will result in a poor quality reproduction in print media.

- **Cover Pages – ‘bleed’ layouts in CMYK color.**

- Images should be a minimum of 300 dpi and maximum 1200 dpi at finished size.
- Bleeds must extent 0.125” past cut edge. Therefore, the overall dimensions for the magazine ad layout size for color cover set must be 8.75” wide x 11.250” high. Use only Portrait setup. Landscape model is not accepted. Text may not exceed a one-half inch margin in order to avoid being trimmed.
- CMYK color profiles should be embedded and set to CMYK-Web Coated U.S. (SWOP) v2.
- Do not send .jpg, gif, or other compressed images regardless of resolution. Due to the compression method, the image quality cannot be guaranteed. Understandable, there are unavoidable circumstances such as with digital photography. Please consult with the Publisher prior to submission.
- Final layout must be CMYK color setting.