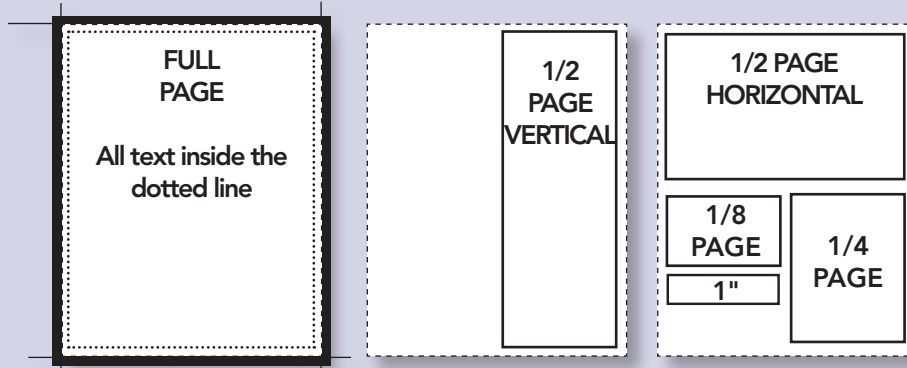


## ADVERTISING SPECIFICATIONS



### FULL PAGE

- Trim size: 8.5" x 10.875"
  - All text should be .25" inside (dotted line) the trim
  - **If bleeding, image should extend .25" beyond trim**
  - Indicate crops
- Sorry, no landscape orientation*

### 1/2 PAGE VERTICAL

- Trim size: 3.75" x 10"

### 1/2 PAGE HORIZONTAL

- Trim size: 7.6" x 5"
- ### 1/4 PAGE VERTICAL
- 3.7" x 5"
- ### 1/8 PAGE
- 3.7" x 2.25"
- ### 1-inch
- 3.7" x 1"

### FORMAT NEW

- **Text-Searchable PDF format ONLY**
- All fonts must be Embedded  
Convert all color to CMYK.  
*We no longer sell black and white only ads*  
PHOTOSHOP Instructions:  
1) Do not flatten layers in your document before creating your Photoshop PDF. Text layer must be visible.  
2) Save as a Photoshop PDF. Under "Options" in the dialog box, check the box marked "Preserve Photoshop Editing Capabilities."  
3) Test your Ad for text searchability.  
Before submitting your ad, make certain your PDF is text searchable by opening it in Acrobat and "finding" your URL and/or email address text in your ad.

- RESOLUTION  
300 ppi for all images  
1200 ppi for Bitmapped artwork
- Please include crop marks

- MARGINS  
All text should be .25" inside the edges of your ad size
- BLEED  
If bleeding, background image should extend .25 beyond trim size
- CMYK for color ads, *Match prints for sensitive color matching available for an additional \$10*
- NAMING Please use this naming convention: YourcompanynamePublicationMonth.pdf

### DELIVERY

- Send files directly to [genii@geniimagazine.com](mailto:genii@geniimagazine.com)
- If over 2 MB, please upload your file using your own FTP site (or Hightail.com) and send the link to [genii@geniimagazine.com](mailto:genii@geniimagazine.com)
  - Please do not password protect your file
  - or mail a CD or DVD to:  
Genii Magazine  
4200 Wisconsin Ave. NW  
Suite 106-384  
Washington, DC 20016

### DEADLINE

- Generally, on the 20<sup>th</sup> of the month, two months prior to the issue you want your ad to appear. (ex. Sept. 20 for the November issue). Please call Margret for deadlines and to reserve space in a specific issue.

### CONTACT INFORMATION

- Advertising and Office Manager  
Margret Daham
- 301-652-5800, Fax: 301-652-8035
  - [genii@geniimagazine.com](mailto:genii@geniimagazine.com)

- For technical information contact  
Art Director Elizabeth Kaufman
- 301-652-5800
  - [emokeefe@verizon.net](mailto:emokeefe@verizon.net)

## Ad Submission

Company Name

Publication Date

Contact

Ad Size

Email

Phone

Confirm Here that your file is a text-searchable PDF