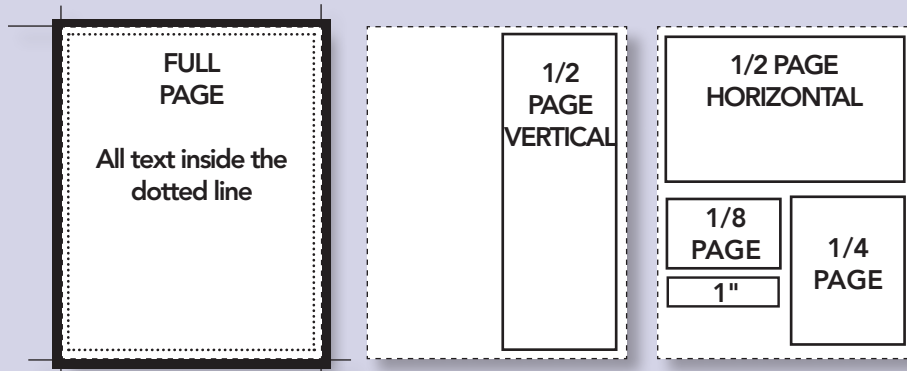


ADVERTISING SPECIFICATIONS



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

- Text-Searchable PDF format ONLY
- All fonts must be Embedded
- Convert all color to CMYK.

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) 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

Match prints for sensitive color matching available for an additional \$10

NAMING

Please use this naming convention:
YourcompanynamePublicationMonth.pdf

DELIVERY

- Send files to genii@geniimagazine.com
- For larger files please use Dropbox or an FTP site of your choice and send the link to genii@geniimagazine.com AND emokeefe@verizon.net.
- Please do not password protect your file.

DEADLINE

- Generally, on the 25th of the month, two months prior to the issue you want your ad to appear. (ex. Sept. 25 for the Nov issue).
- Please call the Genii office at 301-652-5800 for deadlines and to reserve space in a specific issue.

CONTACT INFORMATION

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GENII MAGAZINE

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