

AGL Ad Sizes and Mechanical Specifications

for advertising being designed for, or submitted to, AGL magazine.

ABOVE GROUND LEVEL™



Publication trim size: 8¹/₄" × 10³/₄"
"Live" area: 7" × 10"

Bleeds: 1/8" (9 pt.; 3.2 mm)
Editorial configuration: 2-col & 3-col format

Press: Heat-set web offset
Binding: Saddle-stitched; 3-stitch
Screening: 175-line screen
Cover stock: 70 lb. #2 gloss, 87 BR
(1st & 4th covers UV-coated)
Interior stock: 50 lb. #4 gloss, 80 BR

R.O.P. AD SIZES AVAILABLE IN BWT MAGAZINE

<p>TWO-PAGE SPREAD: Live area: 7" × 10" each page Bleed: 16³/₄" × 11" (excepting centerspread, submit as separate pages)</p>		<p>FULL PAGE: Live area: 7" × 10" Bleed: 8¹/₂" × 11"</p>		<p>2/3 PAGE VERTICAL: 4⁵/₈" × 10" Bleed: 5⁵/₈" × 11"</p>	
<p>1/2-PAGE HORIZONTAL: 7" × 4⁷/₈" Bleed: 8¹/₂" × 5⁵/₈"</p>	<p>1/2-PAGE ISLAND: 4⁵/₈" × 7¹/₄" NO BLEEDS</p>	<p>1/2-PAGE VERTICAL: 3³/₈" × 10" Bleed: 4³/₈" × 11"</p>	<p>1/3-PAGE SQUARE: 4⁵/₈" × 4⁷/₈" NO BLEEDS</p>	<p>1/3-PAGE HORIZONTAL: 7" × 3¹/₄" Bleed: 8¹/₂" × 4"</p>	<p>1/3-PAGE VERTICAL: 2¹/₄" × 10" Bleed: 3²/₈" × 11"</p>
<p>1/4-PAGE SQUARE: 4⁵/₈" × 3¹/₂" NO BLEEDS</p>	<p>1/4-PAGE VERTICAL: 3³/₈" × 4⁷/₈" NO BLEEDS</p>	<p>1/4-PAGE HORIZONTAL: 7" × 2¹/₂" Bleed: 8¹/₂" × 3²/₈"</p>	<p>1/6-PAGE HORIZONTAL: 4⁵/₈" × 2³/₈" NO BLEEDS</p>	<p>1/6-PAGE VERTICAL: 2¹/₄" × 4⁷/₈" NO BLEEDS</p>	<p>PROFESSIONAL DIRECTORY ("BUSINESS CARD" AD) 3¹/₂" × 2" NO BLEEDS</p>

Digital Files Required

AGL is printed entirely CTP (computer-to-plate). Send press-optimized **PDF/X-1a** (Adobe Portable Document Format) files. See **Ad Preparation Recommendations** and **Creating Press-Ready PDFs** for detailed digital-file preparation information and distilling options. See **Sending Your Ad to AGL** for materials deadlines and for mail delivery, email and FTP uploading instructions. Submission of digital files or materials that are *not* press-optimized PDFs, such as PSD, TIF or EPS files, or separated film, must be approved by the Advertising Coordinator and received three business days prior to the press-ready materials deadline. Production charges for conversion of all such materials to press-ready PDF format will be assessed separately and added to space rate and color charges.

Color specifications

All ad-materials files should be saved with process-color specifications (CMYK) only. "Fifth" colors (PMS, metallics, etc.) are available, but they must be specified in the insertion order and purchased by sales closing. **Fifth-color requests cannot be made at the materials deadline.**

Graphics resolution

All continuous-tone illustrations and photographs in ad materials, *including logos and embedded elements*, should have a minimum resolution of 350 dpi at the final size when printed. All line-art illustrations in ad materials should have a minimum resolution of 600 dpi at the final size when printed. AGL magazine is printed using a 175-line screen.

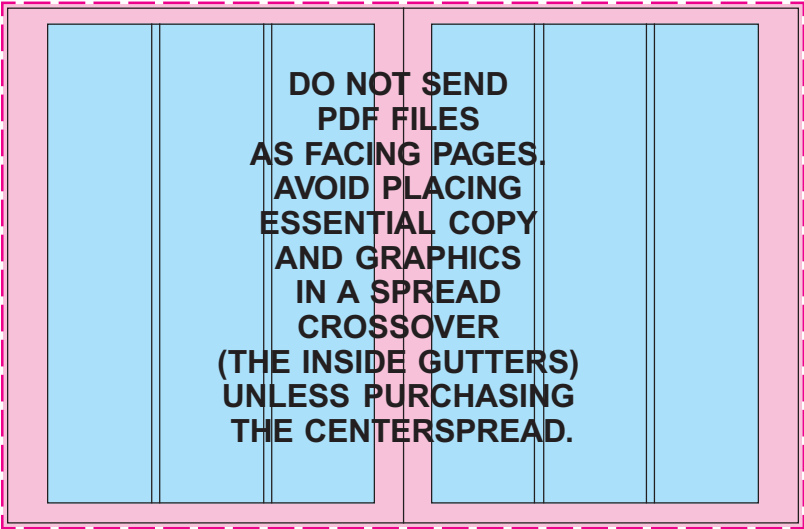
Proofs

Laser proofs or tearsheets are requested for all ad insertions. If contract-color proofs are provided for press check, they must be produced from a SWOP-certified proofing system, include all color bars and meet SWOP standards. The Publisher and Printer disavow all responsibility for the printed appearance of ads submitted without a proof.

See also:

Publisher's Policies, Provisions and Protective Clauses for additional information.

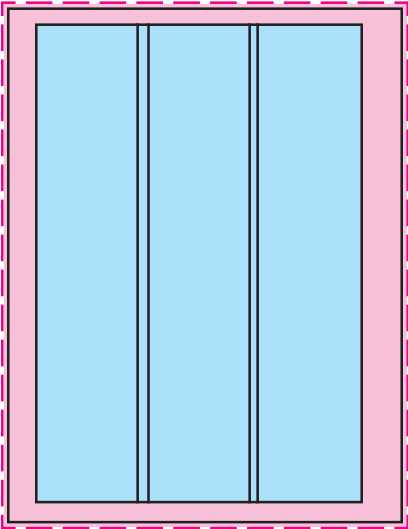
BLEEDS: Bleeds are 1/8" past trim. Only four-sided and three-sided bleeds are accepted. Bleeds are not accepted for 1/2-pg island, 1/3-pg square, 1/4-pg square or vertical, 1/6-pg or directory ads.
TRIM ADVISORY: Keep essential copy and art at least 5/16" inside the edge of bleed ads.



SPREAD AD DIMENSIONS

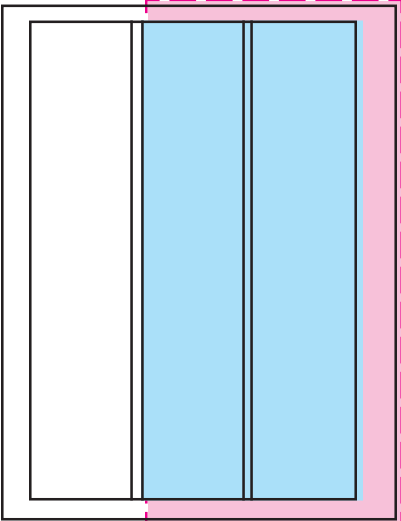
PDFs for spreads must be saved as separate pages. Do not submit multiple-page PDF files. Gatefolds or multiple-page insertions (3 or more continuous pages) should also be separate PDF files.

- Trim Size**
 Fractional inches: 16 1/2" x 10 3/4"
 Decimal inches: 16.5" x 10.75"
 Picas/points: 99p x 64p6
 Millimeters: 419.1 mm x 273.1 mm
- Live-area Ad (see full-page dimensions)**
Bleed Ad (1/8" beyond trim, all sides)
 Fractional inches: 16 3/4" x 11"
 Decimal inches: 16.75" x 11"
 Picas/points: 100p6 x 66p
 Millimeters: 425.5 mm x 279.4 mm



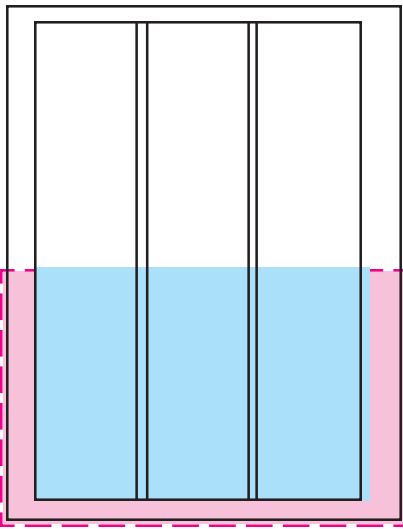
FULL-PAGE AD DIMENSIONS

- Trim Dimensions**
 Fractional inches: 8 1/4" x 10 3/4"
 Decimal inches: 8.25" x 10.75"
 Picas/points: 49p6 x 64p6
 Millimeters: 209.6 mm x 273 mm
- Live-area Dimensions (aligns to editorial guides)**
 Fractional inches: 7" x 10"
 Decimal inches: 7" x 10"
 Picas/points: 42p x 60p
 Millimeters: 177.8 mm x 254 mm
- Bleed Dimensions (extends 1/8" beyond trims and gutter)**
 Fractional inches: 8 1/2" x 11"
 Decimal inches: 8.5" x 11"
 Picas/points: 51p x 66p
 Millimeters: 215.9 mm x 279.4 mm



2/3-PAGE VERTICAL AD DIMENSIONS

- Live-area (inside & bottom align to editorial guides)**
 Fractional inches: 4 5/8" x 10"
 Decimal inches: 4.625" x 10"
 Picas/points: 27p9 x 60p
 Millimeters: 117.5 mm x 254 mm
- Bleeds (extends 1/8" beyond head, foot and face trim)**
 Fractional inches: 5 5/8" x 11"
 Decimal inches: 5.569" x 11"
 Picas/points: 33p5 x 66p
 Millimeters: 141.5 mm x 279.4 mm



HALF-PAGE HORIZONTAL AD DIMENSIONS

Live-area (inside & bottom align to editorial guides)

Fractional inches: 7" × 4⁷/₈"

Decimal inches: 7" × 4.875"

Picas/points: 42p × 29p3

Millimeters: 177.8 mm × 123.8 mm

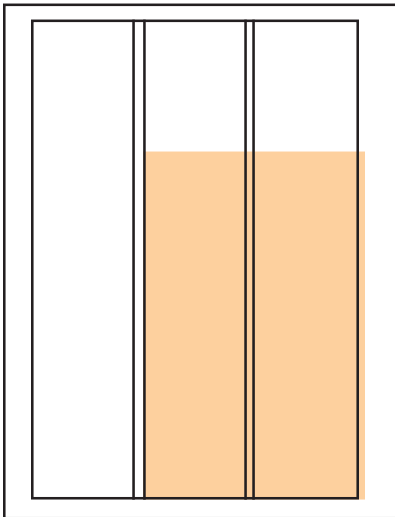
Bleeds (extends 1/8" beyond face & foot trim and gutter)

Fractional inches: 8¹/₂" × 5⁵/₈"

Decimal inches: 8.5" × 5.569"

Picas/points: 51p × 33p5

Millimeters: 215.9 mm × 141.5 mm



HALF-PAGE ISLAND AD DIMENSIONS

Live-area (inside & bottom align to editorial guides)

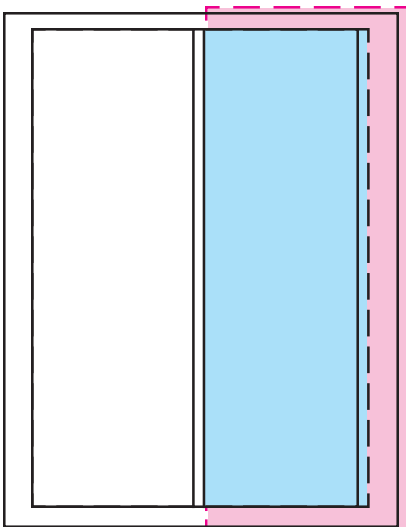
Fractional inches: 4⁵/₈" × 7¹/₄"

Decimal inches: 4.625" × 7.25"

Picas/points: 27p9 × 43p6

Millimeters: 117.5 mm × 184.2 mm

NO BLEEDS



HALF-PAGE VERTICAL AD DIMENSIONS

Live-area (inside & bottom align to editorial guides)

Fractional inches: 3³/₈" × 10"

Decimal inches: 3.375" × 10"

Picas/points: 20p3 × 60p

Millimeters: 85.7 mm × 254 mm

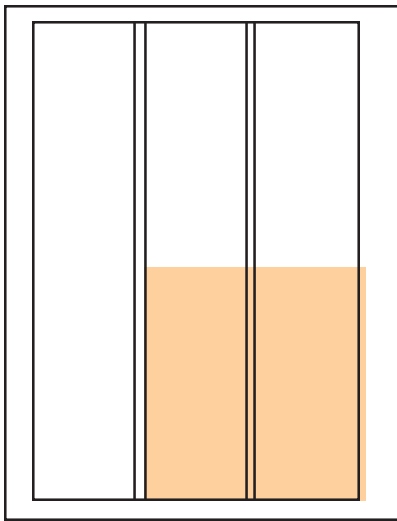
Bleeds (extends 1/8" beyond head, foot and face trim)

Fractional inches: 4³/₈" × 11"

Decimal inches: 4.278" × 11"

Picas/points: 25p8 × 66p

Millimeters: 108.7 mm × 279.4 mm



1/3-PAGE SQUARE AD DIMENSIONS

Live-area Ad (inside & bottom align to editorial guides)

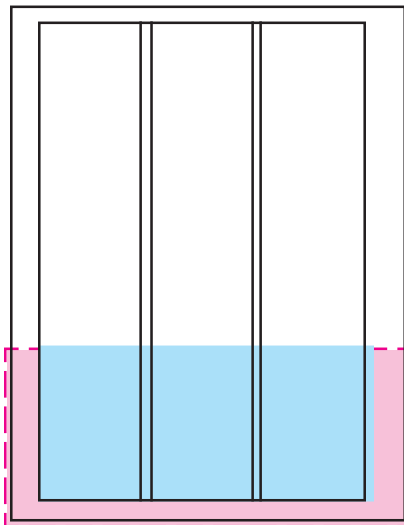
Fractional inches: $4\frac{5}{8}'' \times 4\frac{7}{8}''$

Decimal inches: $4.625'' \times 4.875''$

Picas/points: $27\text{p}9 \times 29\text{p}3$

Millimeters: $117.5 \text{ mm} \times 123.8 \text{ mm}$

NO BLEEDS



1/3-PAGE HORIZONTAL AD DIMENSIONS

Live-area Ad (inside & bottom align to editorial guides)

Fractional inches: $7'' \times 3\frac{1}{4}''$

Decimal inches: $7'' \times 3.25''$

Picas/points: $42\text{p} \times 19\text{p}6$

Millimeters: $177.8 \text{ mm} \times 82.6 \text{ mm}$

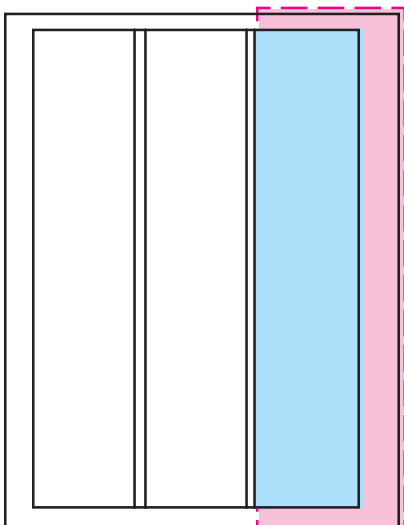
Bleed Ad (extends $\frac{1}{8}''$ beyond face & foot trim and gutter)

Fractional inches: $8\frac{1}{2}'' \times 4''$

Decimal inches: $8.5'' \times 3.944''$

Picas/points: $51\text{p} \times 23\text{p}8$

Millimeters: $215.9 \text{ mm} \times 100.2 \text{ mm}$



1/3-PAGE VERTICAL AD DIMENSIONS

Live-area Ad (inside & bottom align to editorial guides)

Fractional inches: $2\frac{1}{4}'' \times 10''$

Decimal inches: $2.25'' \times 10''$

Picas/points: $13\text{p}6 \times 60\text{p}$

Millimeters: $57.2 \text{ mm} \times 254 \text{ mm}$

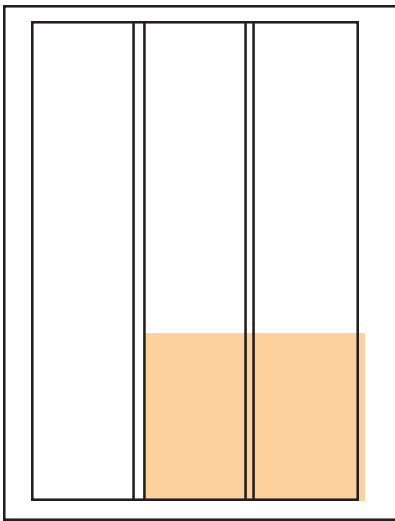
Bleed Ad (extends $\frac{1}{8}''$ beyond head, foot and face trim)

Fractional inches: $3\frac{2}{8}'' \times 11''$

Decimal inches: $3.235'' \times 11''$

Picas/points: $19\text{p}5 \times 66\text{p}$

Millimeters: $82.2 \text{ mm} \times 279.4 \text{ mm}$

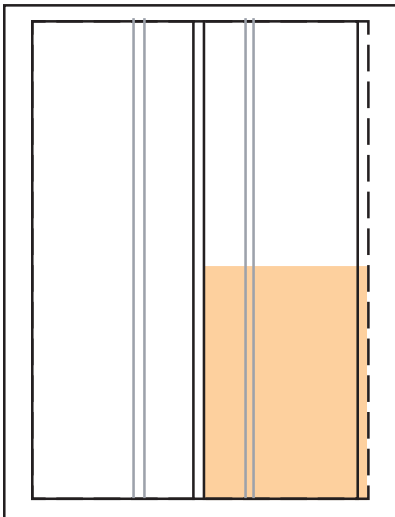


1/4-PAGE SQUARE AD DIMENSIONS

Live-area Ad (inside & bottom align to editorial guides)

Fractional inches: $4\frac{5}{8}'' \times 3\frac{1}{2}''$
 Decimal inches: $4.625'' \times 3.5''$
 Picas/points: $27p9 \times 21p$
 Millimeters: $117.5 \text{ mm} \times 88.9 \text{ mm}$

NO BLEEDS

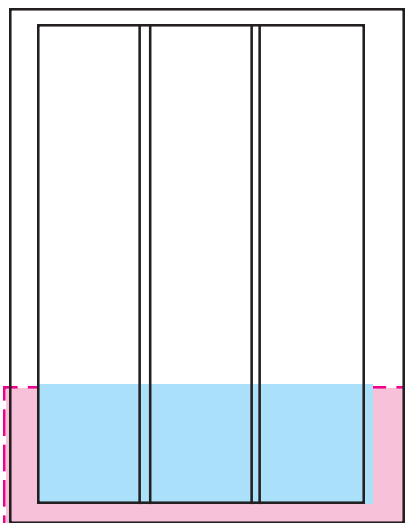


1/4-PAGE VERTICAL AD DIMENSIONS

Live-area Ad (inside & top/bottom align to editorial guides)

Fractional inches: $3\frac{3}{8}'' \times 4\frac{7}{8}''$
 Decimal inches: $3.375'' \times 4.875''$
 Picas/points: $20p3 \times 29p3$
 Millimeters: $85.7 \text{ mm} \times 123.8 \text{ mm}$

NO BLEEDS



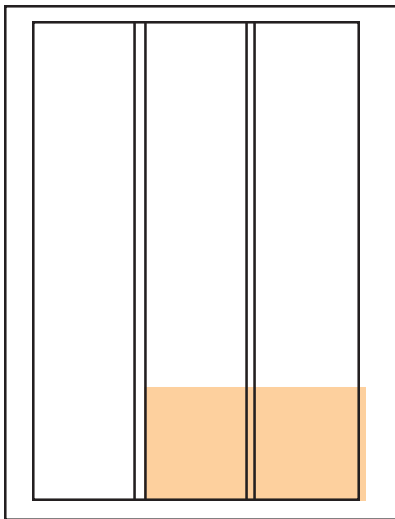
1/4-PAGE HORIZONTAL AD DIMENSIONS

Live-area Ad (inside & bottom align to editorial guides)

Fractional inches: $7'' \times 2\frac{1}{2}''$
 Decimal inches: $7'' \times 2.5''$
 Picas/points: $42p \times 15p$
 Millimeters: $177.8 \text{ mm} \times 63.5 \text{ mm}$

Bleed Ad (extends $\frac{1}{8}''$ beyond face & foot trim and gutter)

Fractional inches: $8\frac{1}{2}'' \times 3\frac{2}{8}''$
 Decimal inches: $8.5'' \times 3.194''$
 Picas/points: $51p \times 19p2$
 Millimeters: $215.9 \text{ mm} \times 81.1 \text{ mm}$

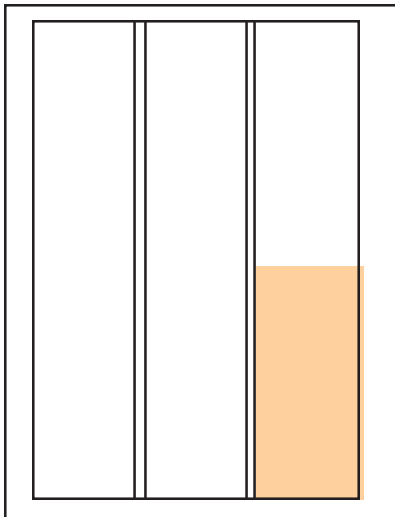


1/6-PAGE HORIZONTAL AD DIMENSIONS

Live-area Ad (inside & bottom align to editorial guides)

Fractional inches: $4\frac{5}{8}'' \times 2\frac{3}{8}''$
 Decimal inches: $4.625'' \times 2.375''$
 Picas/points: $27\text{p}9 \times 14\text{p}3$
 Millimeters: $117.5 \text{ mm} \times 60.3 \text{ mm}$

NO BLEEDS

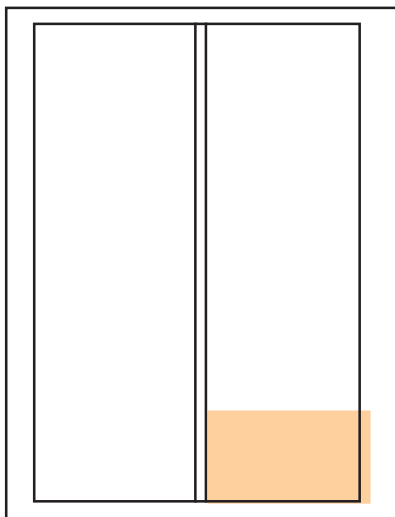


1/6-PAGE VERTICAL AD DIMENSIONS

Live-area Ad (inside & bottom align to editorial guides)

Fractional inches: $2\frac{1}{4}'' \times 4\frac{7}{8}''$
 Decimal inches: $2.25'' \times 4.875''$
 Picas/points: $13\text{p}6 \times 29\text{p}3$
 Millimeters: $57.2 \text{ mm} \times 123.8 \text{ mm}$

NO BLEEDS



PROFESSIONAL DIRECTORY LISTING

(‘BUSINESS CARD’ AD; 1/8-PAGE EQUIVALENT)

Live-area Ad (inside & bottom align to editorial guides)

Fractional inches: $3\frac{1}{2}'' \times 2''$
 Decimal inches: $3.5'' \times 2''$
 Picas/points: $21 \times 12\text{p}$
 Millimeters: $88.9 \text{ mm} \times 50.8 \text{ mm}$

NO BLEEDS

DO NOT ADD DECORATIVE BORDERS

Specifications and scheduling information for preprinted inserts, blow-in and bound BRM cards, and other advertising specialties are available on request. Specialty materials deadlines precede ROP ad materials dates.

ADVERTISING-RELATED INFORMATION AVAILABLE FOR DOWNLOADING (PDF) AT www.agl-mag.com:

For general information on advertising content requirements and restrictions specific to AGL magazine, see *Publisher’s Policies, Provisions and Protective Clauses*.

For advertising file-creation and design information, see *Ad Preparation Recommendations*

For technical notes on preparing acceptable PDF advertising files, see *Creating Press-ready PDFs*

For AGL advertising materials delivery instructions and deadlines, see *Sending Your Ad to AGL*

For AGL news- and product-release submission information, specific-issue content and editorial policies, see *Editorial Guidelines, Calendar and Policies*