



Display Ad Specifications

Technical specifications

- Please supply a high resolution (“print version”) PDF of the ad with all images and fonts embedded in the pdf. If possible, please supply the native design files as well (InDesign or other) with all the necessary links (images and fonts) in the same folder. If you will be sending the native files digitally, please zip them into an archive. Zip files cannot be emailed (see file transfer options below.)
- Any images used must be 300dpi and if they are color use the CMYK color space. No spot colors are allowed. No RGB colors allowed.
- Line art must have a final effective resolution of 1200 dpi.
- For all non-cover pages, expect a dot gain of roughly 18%. Please adjust curves accordingly.
- All ads must be created at one of the sizes below. [The dimensions below have changed effective with the Fall 2017 issue \(ad deadline June 1, 2017\)](#). If the ad is going to be full page, please specify if it is supposed to bleed (see below).

Trim size

The trim size of a page in *UU World* is 8.125" by 10.5". In other words, the paper the magazine is printed on is cut to these dimensions. Any part of an ad file located outside the trim will be cut off.

About “bleed” (Applies to full-page ads only)

Bleed in a full page ad is an area 1/8 (0.125) inch wide that extends beyond all four edges of the printable page (trim). This extra 1/8 inch allows the printer some “flex space” in case the page is cut imperfectly on press. If you create an ad that has an image (or background color) that goes all the way to the edge of the page (or any part of the page), make sure to extend the image (or background color) 1/8 inch outside the trim dimensions (or printable area). When you export your final PDF to send to us, please

make sure the bleed is included, and make sure that if you add any printer marks or information that it does not appear inside the bleed. (Offset the marks and/or information.)

About “safety”

The “safety” is an area $\frac{3}{16}$ (0.1875) inch of space from the edge of the page, inward. This “zone” around the edge of the paper should not contain any text or image that has valuable information on it. Like the bleed, this area gives the printer some leeway in case the pages aren’t cut perfectly.

FULL PAGE ad sizes

- Full page ad – 7.2917"W x 9.5"H (trim: 8.125" x 10.5") *(Regular full page ads have white space around all four sides and a page footer.)*
- Full page ad with bleed – 8.375"W x 10.75"H ($8\frac{3}{8}$ " x $10\frac{3}{4}$ ") *(In this case, please note that while the safety zone is $\frac{3}{16}$ inch from the trim dimension, this corresponds to $\frac{5}{16}$ (0.3125) inch from the bleed dimensions.)*

FRACTIONAL PAGE ad sizes

- $\frac{2}{3}$ page (vertical only) – 4.0595"W x 9.5"H
- $\frac{1}{2}$ page (tall) – 2.9821"W x 9.5"H
- $\frac{1}{2}$ page (vertical) – 4.0595"W x 7.0625"
- $\frac{1}{2}$ page (horizontal) – 7.2917"W x 4.625"H
- $\frac{1}{3}$ page (square) – 4.0595"W x 4.625"H
- $\frac{1}{3}$ page (vertical) – 1.9048"W x 9.5"H
- $\frac{1}{4}$ page (vertical only) – 2.9821"W x 4.625"H
- $\frac{1}{6}$ page (horizontal) – 4.0595"W x 2.1875"H
- $\frac{1}{6}$ page (vertical) – 1.9048"W x 4.625"H
- $\frac{1}{12}$ page (square) – 1.9048"W x 2.1875"H

File transfer

Ad files may be sent via email to sullrich@uua.org (if the file is under 1MB). For zipped or larger files please use a file transfer service such as WeTransfer, which is a free to use. www.wetransfer.com. You also have the option of uploading your ad file through a link within our electronic (Wufoo) display ad reservation form.

<http://www.uuworld.org/advertising/placeadisplayad.shtml>