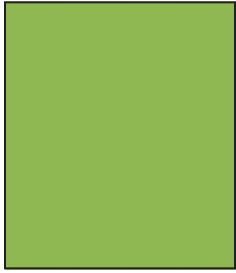
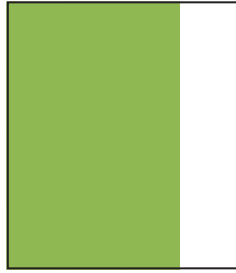


Ad Dimensions & Specifications



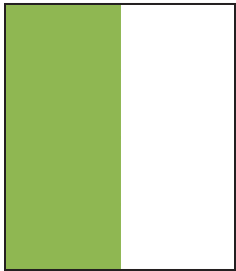
9.83" w x 11.5" h
FULL PAGE: \$992



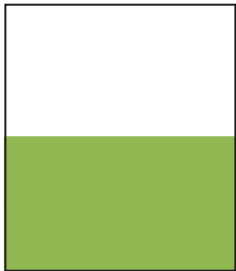
7.33" w x 11.5" h
3/4 PAGE: \$744



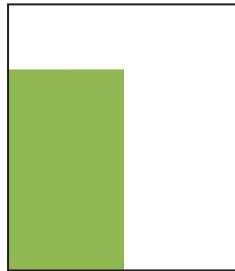
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3/4 PAGE: \$744



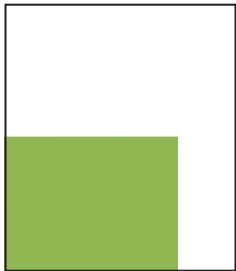
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1/2 PAGE: \$496



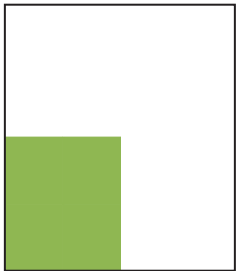
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1/2 PAGE: \$496



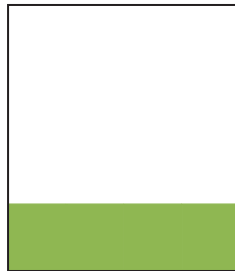
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3/8 PAGE: \$372



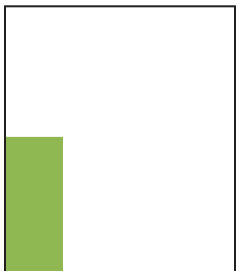
7.33" w x 5.66" h
3/8 PAGE: \$372



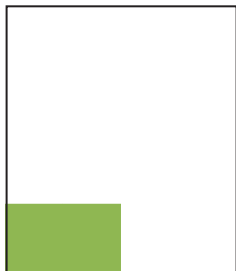
4.83" w x 5.66" h
1/4 PAGE: \$248



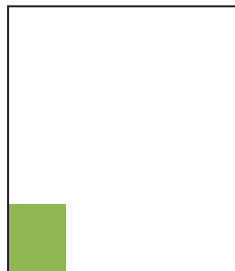
9.83" w x 2.75" h
1/4 PAGE: \$248



2.33" w x 5.66" h
1/8 PAGE: \$124



4.83" w x 2.75" h
1/8 PAGE: \$124



2.33" w x 2.75" h
1/16 PAGE: \$62



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Peridot Publishing uses Adobe programs and prefers working with EPS or PDF files when possible. We also accept TIFF, Illustrator, Photoshop and most other graphic formats (JPEG, GIF, BMP, PNG, TARGA, etc.).

When submitting Illustrator, PDF or EPS files, it is highly recommended to convert the text to outlines. We recommend vector art for most material, but will accept pixel art at 220-300 dpi resolution. (170 dpi is recommended for black & white photo artwork, 220 dpi for color photo artwork, and 300 dpi for any ad that has small type or detailed artwork.)

Color text and images should be in CMYK, and fine black text or lines should be 100% black instead of built black.

We recommend NOT submitting Power Point, Microsoft Publisher or Microsoft Word files. Fonts usually do not show up correctly in these documents and graphics may be too low quality for print purposes.

Because The Splash and The Current are printed on a web offset press, we can make no guarantees for color matching or accuracy, but will strive to come as close as possible to the desired color. If you are concerned about color being an issue, please alert us before the ad runs. We will not adjust color in a camera-ready ad unless we are directed to do so.



The Splash and The Current

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