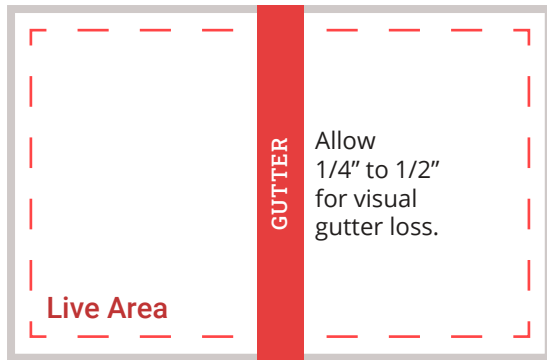




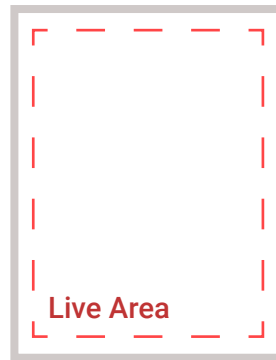
IFMA™

# Advertising Specs

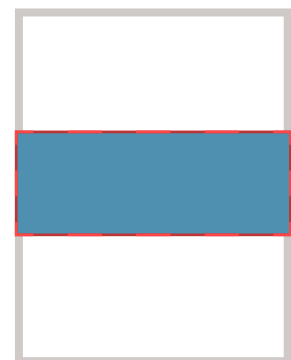
## FMJ Print Ad Specifications



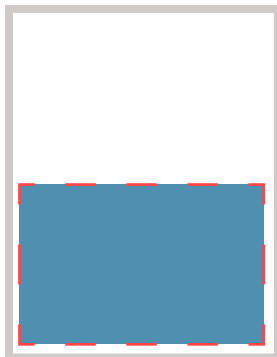
**2-Page Spread**  
10.875" x 16.75" trim  
0.125" bleed  
(10.375" x 16.25" live area)



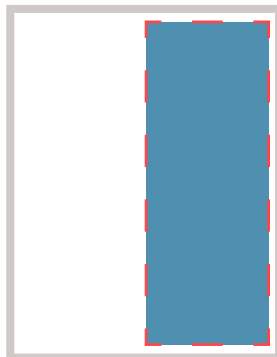
**Full Page**  
8.375" x 10.875" trim  
0.125" bleed  
(7.875" x 10.375" live area)



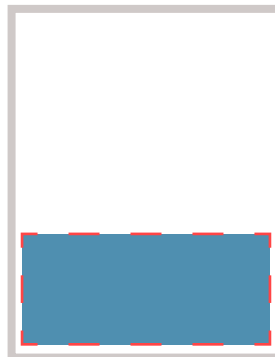
**Belly Band**  
18.8125" x 5"  
(inquire for full specs)



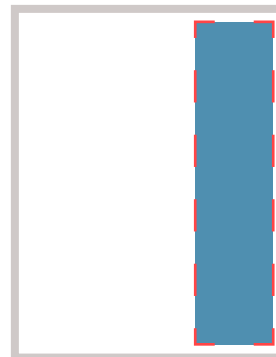
**1/2 Horizontal**  
8" x 5.1875"  
no bleed



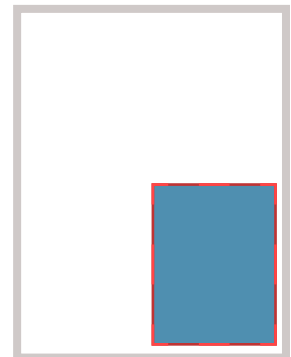
**1/2 Vertical**  
4" x 10.375"  
no bleed



**1/3 Horizontal**  
8" x 3.5"  
no bleed



**1/3 Vertical**  
2.65" x 10.375"  
no bleed



**1/4 Page**  
4" x 5.1875"  
no bleed

## Digital Ad Specifications

**Article Box**  
300 x 250 px

**FMJ Announcement Email**  
600 x 150px

**IFMA WIRE Banner Ad**  
600 x 150px

**Product Demo Video**  
8.375" x 10.875"; 640 x 480 px(video)

## FMJ Print Ad Specifications

- ▶ Minimum print resolution: 300 dpi
- ▶ Convert all colors to CMYK or grayscale. Do not use RGB or indexed color.

## File saving and formatting requirements

IFMA uses the Microsoft Windows platform. Do not send files with Mac previews. Only high-resolution digital art submissions are accepted. IFMA does not accept ads saved in page layout programs (QuarkXPress, Adobe InDesign, Pagemaker, etc.). Please submit only .pdf, .eps or .tiff files.

- ▶ **Adobe Acrobat:** Save files in high-resolution press-optimized composite .pdf format.
- ▶ **Adobe Illustrator:** Save files in .eps format. Convert all fonts to outlines. Use CMYK colors. Don't use RGB or PMS spot colors. Include all linked files saved as 300 dpi CMYK .eps or .tiff. Save with IBM (8 bit/pixel) preview with binary encoding. Do not embed color profile (ICC color profile).
- ▶ **Adobe Photoshop:** Save files in .eps or .tiff format at 300 dpi (600 minimum for line art) in CMYK (or grayscale for B/W ads). Rasterize all fonts. Don't use RGB or indexed color. Don't save with .lzw or .jpeg compression. Save with IBM (8 bit/pixel) preview with binary encoding. Do not embed color profile (ICC color profile).

## Digital Ad Specifications

### File saving and formatting requirements

- ▶ **IFMA.org.** All medium box ads for IFMA.org need to be 300 pixels wide by 250 pixels high in dimension, 72 dpi resolution, in RGB color space and saved as either .gif, .jpg or .png format. Animated .gif files are acceptable. No flash animation. The file size cannot exceed 40K.
- ▶ **IFMA WIRE.** Featured top and middle banner ads must be 600 pixels wide by 150 pixels high in dimension. 72 dpi resolution, in RGB color space and saved as either .gif, .jpg or png format. No flash animation. The file size cannot exceed 20MB.
- ▶ **FMJ Announcement Email.** Email banner needs to be 550 pixels wide by 125 pixels high in dimension, 72 dpi resolution, in RGB color space and saved as either .gif, .jpg or png format. Animated .gif files are acceptable. No flash animation. The file size cannot exceed 20MB.

## File Naming & File Transport

Documents should be named by the advertiser's name, product and month/issue advertising. Please email compressed files using WINZIP or Stuffit to [diana.maldonado@ifma.org](mailto:diana.maldonado@ifma.org). For large files, please use [www.mailbigfile.com](http://www.mailbigfile.com). Third-party tags are accepted for web banner ads.