

Dell Horoscope
Dell Puzzle Magazines
Penny Press Puzzle Magazines
Analog Science Fiction and Fact
Asimov's Science Fiction
Alfred Hitchcock's Mystery Magazine
Ellery Queen's Mystery Magazine

Mail or E-mail materials to:
 Robin DiMeglio, Advertising Sales
 6 Prowitt Street
 Norwalk, CT 06855-1220
 Phone: 203-866-6688 Ext.180
 Fax: 203-854-5962
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AD PREPARATION GUIDELINES

PRINT ADS - Save all files as PDF's.

Fonts: Outline in all programs except Quark. Embed the fonts in Quark when making PDF's

Images: Must be 300 dpi and embedded

Color Ads: Should be converted to CMYK. The total ink coverage value cannot be greater than 280%

Black Ink Ads: Should be gray scale

PDF GUIDELINES

Compatibility: Choose Acrobat 4 for PDF. Leave "optimize for fast web view" on. Turn off "create tagged PDF".

Compression: Do not downsample all images. Use zip compression on color images and black and white images. For monochrome images use CCITT. Group 4 compression; leave "compress text and line art" on. Turn off "crop image data to frames".

Marks and Bleeds: Under Marks, use Crop Marks and offset them .25" (1p6). Weight for crop marks should be .25 pt. Do not use registration or color bars. Turn on page information.

Bleeds and Slug: Set bleed to 1p6 (.25 in) all around. Check "include slug area" on.

Output: Do not use color conversion. Do not include profiles.

Advanced: Use high resolution transparency flattener. Make sure the fonts are embedded.

WEBSITE ADS - 4-color JPG or GIF files set to 72 dpi. Provide links separately with instructions.

PRINT DISPLAY ADS

Dell Horoscope
Analog Science Fiction and Fact
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Alfred Hitchcock's Mystery Magazine
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Trim Size: (inches)	5.875	x	8.625
Live area for cover ad:	5.125	x	7.875
Live area for interior ad:	5.0625	x	7.875
Bleed page:	6.375	x	9.125
3/4 horizontal:	4.875	x	5.875
2/3 horizontal:	4.875	x	5.125
1/2 horizontal:	4.875	x	3.75
1/2 vertical:	2.375	x	7.625
1/4 vertical:	2.375	x	3.75

Puzzles - Dell Magazines & Penny Press Magazine Size

Trim Size: (inches)	7.5	x	10.75
Live area for cover ad:	6.75	x	10
Live area for interior ad:	6.6875	x	10
Bleed Page:	8	x	11.25

Club Size 1

Trim Size: (inches)	5.875	x	8.625
Live area for cover ad:	5.125	x	7.875
Live area for interior ad:	5.0625	x	7.875
Bleed Page:	6.375	x	9.125

Club Size 2

Trim Size: (inches)	5.25	x	7.75
Live area for cover ad:	4.5	x	7
Live area for interior ad:	4.4375	x	7
Bleed Page:	5.75	x	8.25

PRINT CLASSIFIED DISPLAY ADS

Inches:	2.4375	x	1h
	2.4375	x	2h

WEBSITE ADS - FLASH ALLOWED

Analogsf.com
Asimovs.com

				Height
Horizontal Banner:	Pixels:	720	x	90
	Inches:	10	x	1.25
Vertical Banner:	Pixels:	108	x	216
	Inches:	1.5	x	3
Asimovs.com				
Horizontal Banner:	Pixels:	720	x	90
	Inches:	10	x	1.25
Vertical Banner:	Pixels:	288	x	216
	Inches:	4	x	3

WEBSITE ADS - NO FLASH

DellHoroscope.com
Alfred Hitchcock's homepage
Ellery Queen's homepage

				Height
Vertical Banner:	Pixels:	144	x	198
	Inches:	2	x	2.75
Classified:	Pixels:	234	x	72
	Inches:	3.25	x	1
	Pixels:	234	x	144
	Inches:	3.25	x	2
Alfred Hitchcock's & Ellery Queen's				
Vertical Banner:	Pixels:	120	x	120
	Inches:	1.66	x	1.66