

OHIO Firefighter

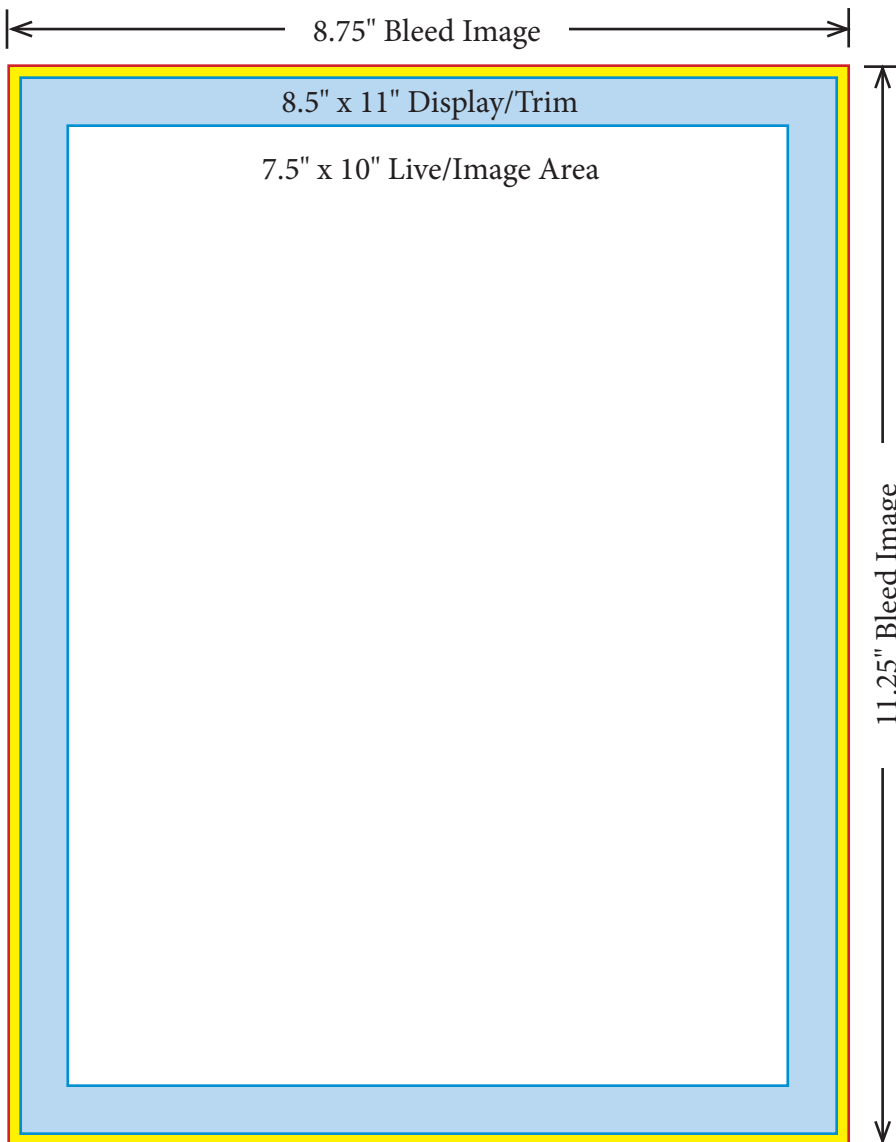
Ad Specifications

OSFA Magazine is an 8.5" X 11" journal printed on high quality, glossy paper. It is assembled using Adobe InDesign CS5. Acceptable ad material file formats are: **InDesign, Photoshop, Illustrator, JPEG, TIFF, and PDF**. If you are designing your ad in a word processor, ie. Microsoft Word, you must export and provide the file as a high resolution PDF (300 dpi). We do not recommend designing your ad in a word processing program.

All graphic elements, ie. photos, logos, etc.,

should be 300 dpi or higher. Color ads need to be created in CMYK. Ads that are submitted as RGB will be converted to CMYK and there may be a slight color shift. If your ad does not meet specifications you may incur additional design or conversion fees.

Ads with graphic areas that touch the edge of the page are called bleed ads. An area of 0.125 inches (1/8") must be added to all outside edges. This area will then be trimmed during bindery. Please refer to the illustrations in this document for ad sizes.



FULL PAGE

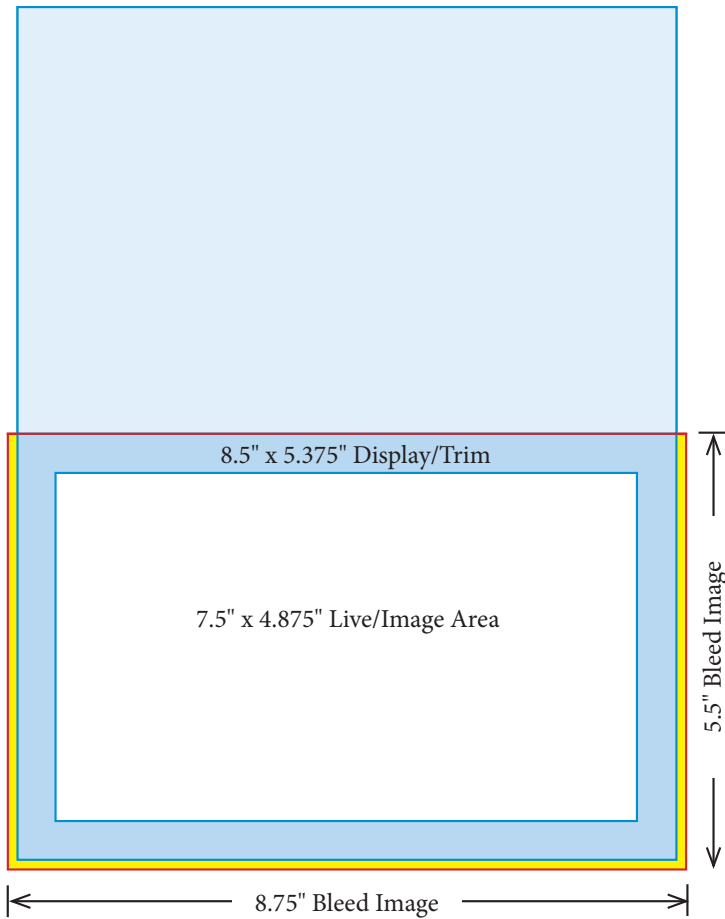
Orientation: Vertical

Live/Image Area:
7.5" x 10"

Display/Trim Dimension:
8.5" x 11"

Bleed/Pre-Trim Dimension:
8.75" x 11.25"

Full page ads appear on pages by themselves and receive premium placement in the magazine.



HALF PAGE BLEED

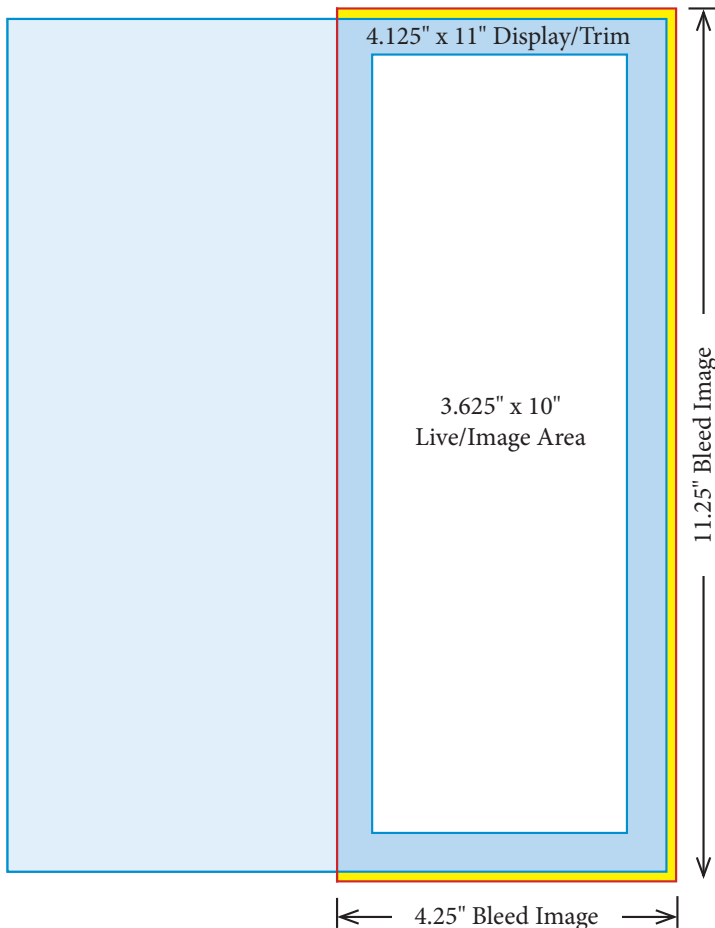
Orientation: Horizontal

Live/Image Area:
7.5" x 4.875"

Display/Trim Dimension:
8.5" x 5.375"

Bleed/Pre-Trim Dimension:
8.75" x 5.5"

Half page, horizontal bleed ads appear at the bottom of the page.



HALF PAGE BLEED

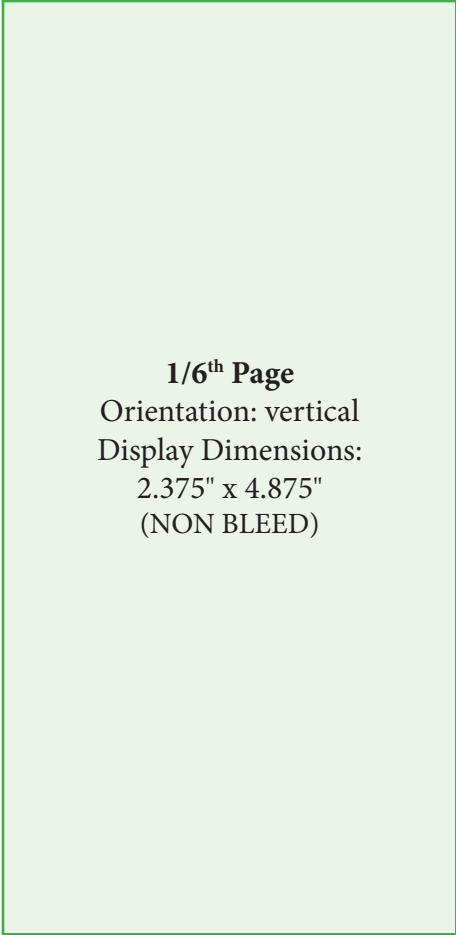
Orientation: Vertical

Live/Image Area:
3.625" x 10"

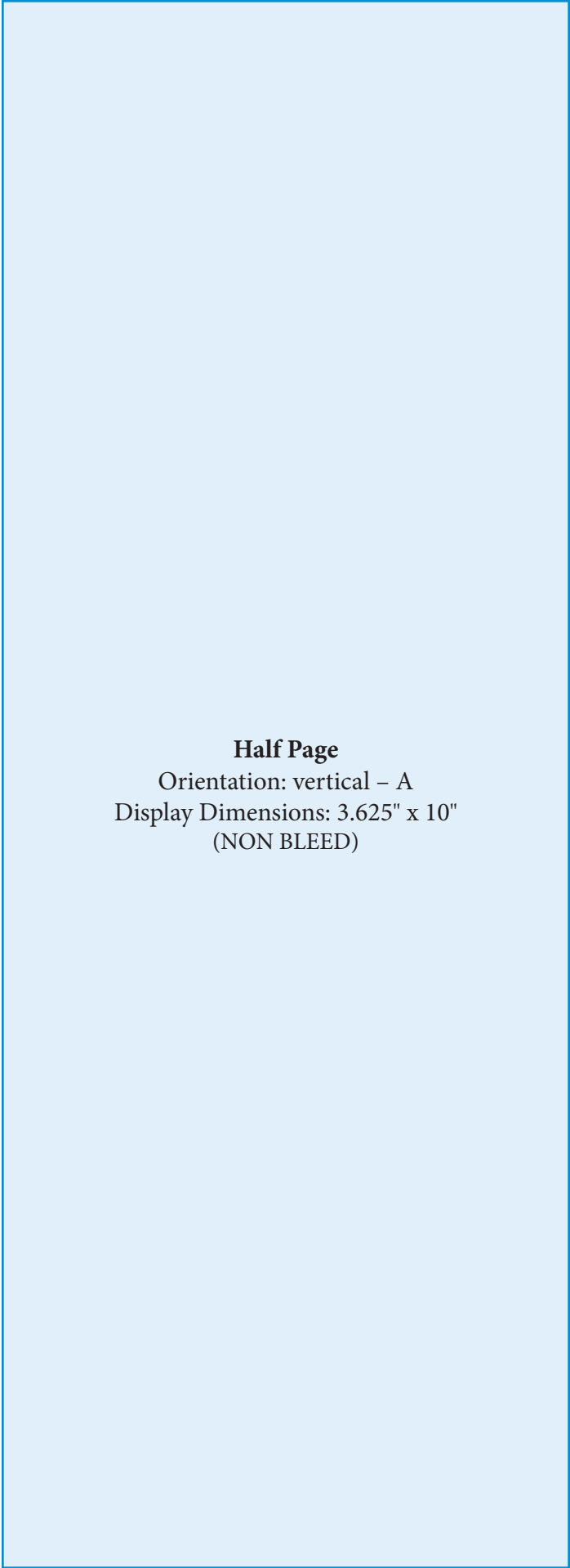
Display/Trim Dimension:
4.125" x 11"

Bleed/Pre-Trim Dimension:
4.25" x 11.25"

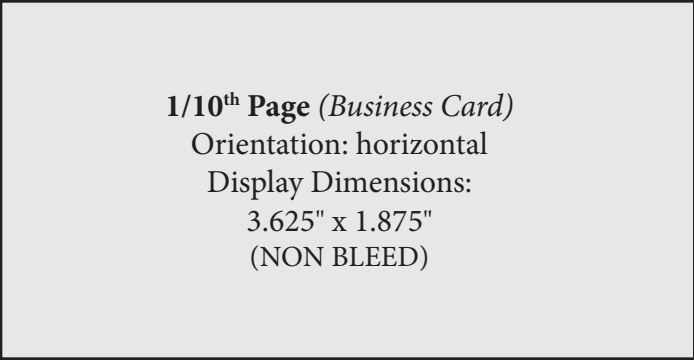
Half page, verticle bleed ads appear at the outside edge of the page.



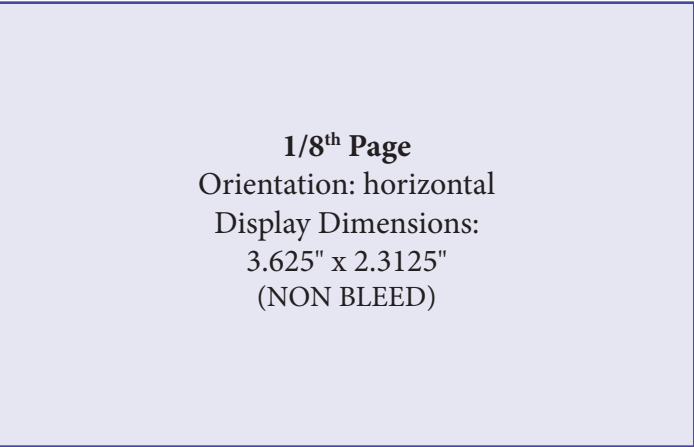
1/6th Page
Orientation: vertical
Display Dimensions:
2.375" x 4.875"
(NON BLEED)



Half Page
Orientation: vertical – A
Display Dimensions: 3.625" x 10"
(NON BLEED)



1/10th Page (*Business Card*)
Orientation: horizontal
Display Dimensions:
3.625" x 1.875"
(NON BLEED)



1/8th Page
Orientation: horizontal
Display Dimensions:
3.625" x 2.3125"
(NON BLEED)

1/6th Page

Orientation: horizontal

Display Dimensions:

3.625" x 3.25"

(NON BLEED)

Quarter Page

Orientation: horizontal

Display Dimensions:

7.5" x 2.3125"

(NON BLEED)

1/3rd Page

Orientation: horizontal

Display Dimensions:

7.5" x 3.25"

(NON BLEED)

Half Page
Orientation: vertical – B
Display Dimensions: 4.875" x 7.5"
(NON BLEED)

1/3rd Page
Orientation: vertical
Display Dimensions:
2.375" x 10"
(NON BLEED)

Quarter Page

Orientation: vertical

Display Dimensions:

3.625" x 4.875"

(NON BLEED)

Half Page

Orientation: horizontal

Display Dimensions: 7.5" x 4.875"

(NON BLEED)