

# studentfilmmakers

Advertisers are responsible for submitting ad artwork on time.

FTP site access

host: mag.studentfilmmakers.com

user: sft1mag

pass: er4afvm

path: /httpdocs/ads

We accept Artwork files in PDF, TIF, EPS (CMYK) formats.

- Bleed amount - bleed elements should extend fully 1/8" outside of document trim edge.
- Safe Area (live content area) - Type and other non-bleeding graphic elements should not be placed too close to trim edge; a 1/4" 'safe area' margin is recommended.
- Image Resolution - recommended image resolution is 300dpi or greater.
- Define all colors as CMYK builds, including images and texts.
- Colorspace - RGB images should be converted to CMYK before placing; and for CMYK print projects, spot colors in your InDesign color palette should be set to process CMYK.
- Ink Coverage - Sum total of ink percentages should not exceed the TAC threshold (300 for your paper); it's important to spot check dark areas in your images using the info palette in Photoshop.
- Do not save TIFF or EPS files with embedded color management profiles.
- All fonts must be supplied with the job.
- Reminder: Be sure to double-check that the document size in your page layout matches the publication trim size quoted for the project.
- Please provide laser proof/color proof for reproduction quality control.

Specifications Width x Depth (inches)	
Magazine Trim size: 8.375 x 10.875 inches	
2 page spread	Ask for specific sizing instructions when ordering
Cover II, III, IV	Trim size: 8.375 x 10.875 in. Bleed: extend fully 0.125" outside trim edge <b>safe zone is 0.25" inside the trim size.</b>
Full Page Bleed	Trim size: 8.375 x 10.875 in. Bleed: extend fully 0.125" outside trim edge <b>safe zone is 0.25" inside the trim size.</b>
Full Page no bleed	7 x 9.75
Half Page: vertical	3.25 x 9.75
Half Page: horizontal	7x 4.75
One-third Page: standard	2.25 x 9.75
Two-third Page: standard	4.25 x 9.75
Island (standard/sq.)	4.25 x 6.25 / 4.25 x 4.25
Quarter Page: standard	3.25 x 4.75
biz card: standard	3.25 x 2
Sixth page: standard	2x 4.75
Classified Display Ad	Column Width: 2 inches. 1-inch per unit

