

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
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 Norwalk, CT 06855-1220
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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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| | | | |
|----------------------------|--------|---|-------|
| 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

| | | | |
|---------------------|-------------|---|---------------|
| Analogsf.com | | | <u>Height</u> |
| 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

| | | | |
|--|--------------|---|---------------|
| DellHoroscope.com | | | <u>Height</u> |
| 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 |