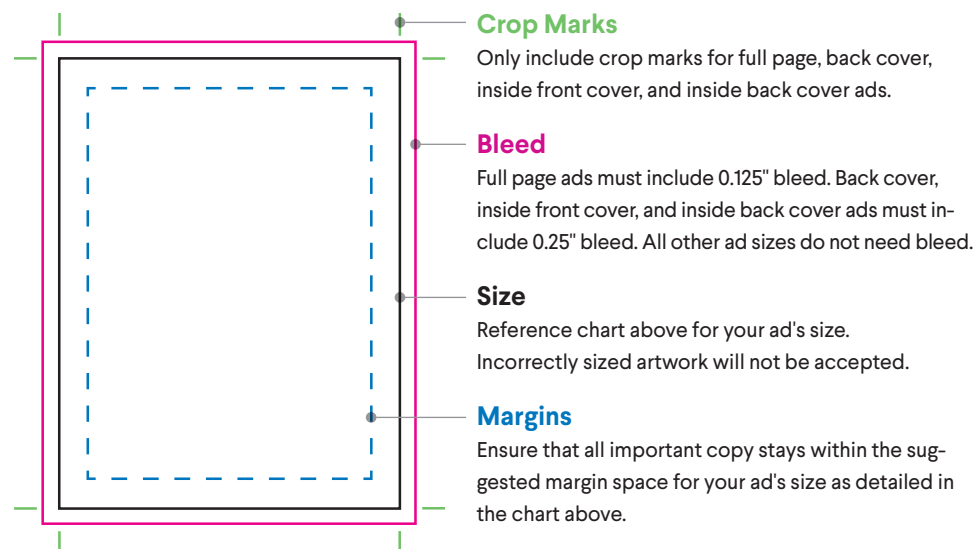


Ad Size, Dimensions, Margins, Bleed, & Crop Marks

Ad Size	Dimensions (W x H)	Suggested Margins	Include Bleed?	Crop Marks?
Back Cover Inside Front Cover Inside Back Cover	8.375" x 10.875"	0.5"	Yes: 0.25"	Yes
Full Page	8.375" x 10.875"	0.5"	Yes: 0.125"	Yes
2/3 Page	4.75" x 9.75"	0.25"	No	No
1/2 Page	Vert: 4.75" x 7.31" Horz: 7.25" x 4.81"	0.25"	No	No
1/3 Page	Vert: 2.31" x 9.75" Horz: 4.75" x 4.81"	0.25"	No	No
1/6 Page	Vert: 2.31" x 4.81" Horz: 4.75" x 2.31"	0.25"	No	No



Mechanical Requirements

Format — All ads must be high-resolution PDFs, preferably PDF/X-1a. All fonts must be outlined or embedded. The color space must be CMYK or Grayscale (please no RGB, LAP, or SPOT colors). Please reference the chart to the left for whether or not your PDF should include bleed and/or crop marks.

Images — Images (both color and black & white) should be a minimum of 300 dpi when used at 100% size, and must be converted to CMYK process colors; no RGB images can be accepted. Line art should be provided at a minimum of 1200 dpi resolution. Images or line art used at more than 140% or less than 70% of original size are not recommended.

Printing Process — Direct to plate; no film will be accepted. The book is printed on Web offset at 150 line screen on 60# matte coated paper and is perfect bound. SWOP standards apply.

Space Reservations — Sales will close once all available space has been committed. Space is only reserved when a contract is signed and received by the AMFS.

Artwork Acceptance Policy — The AMFS reserves the right to refuse any advertisement that does not comply with its graphic standards or editorial policy. Additionally, the AMFS, its designers, and its printer cannot be held liable for the quality or content of ads printed without proper proofs provided or for PDF ads not properly created for press purposes.

Ad Submissions

Email is the preferred method for sending artwork. If your artwork is too large to send via email, please provide a download link from a file-transfer service such as WeTransfer, Dropbox, Google Drive, etc.

Send Artwork Via Email

1. Send email to: ads@moxieso.com
2. For subject line, use:
AMFS Advertiser_"Your company name"
3. In addition to artwork file or download link, please include the following:
Advertiser name, contact name, phone number, and contact email address

Questions

When emailing, please use the subject line:
AMFS Advertiser_"Your company name"

For Design

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