

## AD SPECIFICATIONS

### CREATING AND SUBMITTING YOUR AD

- **TRIM size:** the final cut page size.  
**LIVE area:** Place text and important images (headshots, products, etc.) .5" from trim edge (preferred), or a minimum of .375"  
**BLEED:** Add .25" beyond trim for bleed ads (background images should extend out into bleed area.)
- Please note: always include a jpg proof of your ad for reference in addition to the high res pdf. This will ensure that we are able to check that the placed ad will print as intended.
- Please send all Ad and Editorial materials to: [production@retailobserver.com](mailto:production@retailobserver.com)

AD SIZE—WIDTH X HEIGHT IN INCHES	TRIM SIZE	LIVE AREA	SIZE W/BLEED
2 page spread.....	16.5 x 10.625.....	15.5 x 9.625 .....	17 x 11.125
Full-page bleed.....	8.25 x 10.625.....	7.25 x 9.625.....	8.75 x 11.125
1/2 page horizontal, non-bleed.....	7.25 x 4.75.....	7.25 x 4.75.....	n/a
1/2 page vertical, non-bleed .....	3.5 x 9.2 .....	3.5 x 9.2 .....	n/a
1/4 page .....	3.5 x 4.5 .....	3.5 x 4.5 .....	n/a

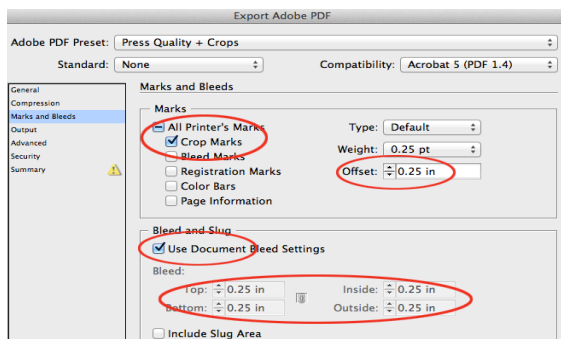
**AD LAYOUT:** Full page ads are printed with a full bleed

**FILE TYPES:** Press-ready high resolution PDF

**MEDIA/DELIVERY:** Email – ads less than 10Mb. Large files may be sent via [www.dropbox.com](http://www.dropbox.com)

## ABOUT BLEEDS, CROPS AND CROP OFFSET

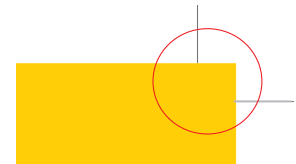
Add .25" beyond document for bleed ads (*background images should extend out into bleed area*.) and crop marks need a .25" offset. Please add crop marks to all ads, including non-bleed ads and ads with white backgrounds. Please refer to pdf export specs below.



### SAMPLE CROP OFFSET



**INCORRECT: .125"**  
Crop marks extend into bleed area, and may be visible in final print.



**CORRECT: .25"**  
Notice that the crop marks are farther apart & do not extend into the bleed area.

## AD MATERIAL DEADLINES

ISSUE	SPACE CLOSE	MATERIALS CLOSE	ISSUE	SPACE CLOSE	MATERIALS CLOSE
JAN	Nov. 12, 2021	Nov. 26, 2021	JUL	May 13, 2022	May 27, 2022
FEB	Dec. 10, 2021	Dec. 22, 2021	AUG	Jun. 17, 2022	Jun. 24, 2022
MAR	Jan. 14, 2022	Jan. 28, 2022	SEPT	Jul. 15, 2022	Jul. 29, 2022
APR	Feb. 11, 2022	Feb. 25, 2022	OCT	Aug. 12, 2022	Aug. 26, 2022
MAY	Mar. 11, 2022	Mar. 25, 2022	NOV	Sept. 16, 2022	Sept. 30, 2022
JUN	Apr. 15, 2022	Apr. 29, 2022	DEC	Oct. 14, 2022	Oct. 28, 2022