

Print Ad Sizes

Ad Sizes (inches)	Width	Height
Full page (trim size)*	8.125 x	10.812
Full page (bleed)	8.5 x	11.062
Full page non-bleed (live area)	7 x	10
2/3 page Vertical	4.625 x	9.875
1/2 page Horizontal	7.125 x	4.875
1/2 page Vertical	4.625 x	7
1/3 page Square	4.625 x	4.875
1/3 page Vertical	2.171 x	9.875
1/6 page Horizontal	4.625 x	2.75
1/6 page Vertical	2.171 x	4.875
Spread Trim	16.25 x	10.812
Spread Bleed	16.5 x	11.062

*ALL BLEEDS MUST EXTEND 1/8" BEYOND THE TRIM

Print Deadlines

(Space reservation and all ad materials due)

January	Nov. 20	July	May 21
February	Dec. 18	August	Jun. 18
March	Jan. 22	September	Jul. 23
April	Feb. 19	October	Aug. 20
May	Mar. 19	November	Sept. 24
June	Apr. 23	December	Oct. 22

Print Mechanical Requirements

Printing Process: Web Offset
Binding Method: Perfect
Trim Size: 8.125 x 10.812

Electronic files: To produce the high quality our publications provide, all photography and illustrations must be scanned at no less than 300 dpi, saved and color corrected as CMYK files—no spot colors. Digital photography is used at the advertiser's risk, and the publisher is not responsible for the color quality of low-res images. Line art must be scanned at 600-1200 dpi.

THE PUBLISHER IS NOT RESPONSIBLE FOR THE COLOR QUALITY OF INCORRECTLY PRODUCED FILES.

Ad Creation: All ad dimensions are listed above. Charlotte magazine can accept final HI-RES MACINTOSH PDF files. (Be sure of your job settings before you submit a PDF.); OR, if submitting application files, they must be provided in a Macintosh format utilizing the following: InDesign CS2 or lower, Quark 6 or lower, Illustrator 10 or lower, or Photoshop 7 or lower.

Note: True Type fonts are not recommended. Do not apply bold or italic using styles in Quark. This is a bug in the program and will not RIP at the end of the process. Again, all art must be provided scanned at 300 dpi; line art at 600-1200 dpi. Using a "flightcheck" program is the BEST method of gathering these files. Please provide files on CD or zip disk.

PRESENTATION SOFTWARE SUCH AS MICROSOFT PUBLISHER AND MICROSOFT POWERPOINT ARE NOT USABLE AND WILL NOT BE ACCEPTED.

Proofs: A hi-res color proof must be provided for 4-color ads, and a hi-res grayscale proof must be provided for all one-color ads.

Where to Send Print Ad Materials

Charlotte magazine
Attn: Advertising Materials
309 E. Morehead St. Suite 50
Charlotte, NC 28202
e-mail materials to:
cari.urbanik@charlottemagazine.com
704-335-7181 ext. 120



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Print Deadlines

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Spring/Summer (April)	March 5
Fall/Winter (October)	September 3