



## **Marine Tactical Magazine**

### **Advertising**

### **Electronic Specifications**

**Marine Tactical Magazine, and the Marine Directory are published through a fully digital, direct-to-plate workflow. In order for us to ensure correct, high quality output from your files, please follow these specifications.**

Macintosh Platform files are preferred, PC Platform is accepted. **Files may be saved in the following formats:**

- **PDF(preferred):** High resolution PDFs must be created through Acrobat Distiller. PDFs must have: 1. All fonts embedded (no True Type fonts accepted) 2. Correct color mode (CMYK or Grayscale) 3. 300 dpi resolution. 4. No OPI settings (Uncheck "Preserve OPI comments" in Distiller's advanced preferences)
- **QUARKXPRESS:** All fonts and linked images must be supplied with the files. Fonts should be PostScript (Adobe Type 1) based fonts. TRUE TYPE FONTS WILL NOT BE ACCEPTED. Linked images (photos, logos etc.) must be supplied in TIFF or EPS formats. Digital ads should also include a spec sheet or report indicating the version of software used, fonts used and linked images. Avoid reducing large files in QuarkXpress. All images should be no greater than 10% of the actual placed size. (ex: a Photoshop TIFF being placed in Quark as 2" x 2", should not be larger than 2.2" x 2.2") Please avoid sending unnecessarily large/high-resolution files.

- **ADOBE ILLUSTRATOR:** All type set in Adobe Illustrator must be converted to paths. Files should be saved in .EPS format. Embedded PhotoShop files must be CMYK or grayscale.
- **ADOBE PHOTOSHOP:** Files should be flattened and saved in .TIF format. CMYK or grayscale color mode only.

### Additional Specifications

- Magazine Trim Size: 8.25 x 10.875
- Line screen: 133 lpi (lines per inch)
- Marine Tactical and the Yearly Marine Directory are printed on a web-offset press

Files are output at 133 line screen for text pages and covers.

Four-color and two-color ads must be saved as CMYK files. Please make sure all colors are CMYK, or PMS (spot) color. NO RGB COLORS. Black and white ads should be saved as grayscale files. Total density factors of all colors should not exceed 280%.

A hard-copy proof (laser print or fax proof) must be supplied so we can verify output. Color ads require a color proof.

### Mailing Address

**Advertising**

phone: (703) 351-5003

**Marine Tactical**

fax: (703) 243-1648

**Suite 700**

email: [advertising@marinetactical.com](mailto:advertising@marinetactical.com)

**2111 Wilson Blvd.**

**Arlington, VA 22201 USA**

## Size Specifications

<b>AD layouts</b>	<b>Size in Inches</b>	<b>Bleed in Inches</b>
Two-page spread*	16.50 x 10.875	16.75 x 11.125
Full page*	8.25 x 10.875	8.5 x 11.125
1/2 page horizontal	7.416 x 4.875	N/A
1/2 page island	4.877 x 6.875	N/A
1/2 page vertical	3.468 x 9.741	N/A
1/3 page vertical	2.171 x 9.741	N/A
1/3 page square	4.877 x 4.875	N/A
1/4 page horizontal	7.415 x 2.429	N/A
1/4 page vertical	3.60 x 4.875	N/A
1/6 page vertical	2.339 x 4.875	N/A
*Full Page Live Area	7.75 x 10.375	