



Classified/Business Services

Classified: Single-column: 2.25 in. (5.715 cm) wide. Double-column: 4.5 in. (11.43 cm) wide.

Business Services:

- 1-inch ad is 2.25 in. wide by 1 in. deep.
- 2-inch ad is 2.25 in. wide by 2 in. deep.
- 3-inch ad is 2.25 in. wide by 3 in. deep.

Double-column width ads are not accepted in this section.

Mechanical Information

Full page.....	7 x 10 in. (17.8 x 25.4 cm)
• Trim.....	8.125 x 10.875 in. (20.6 x 27.6 cm)
• Bleed.....	8.25 x 11.125 in. (21 x 28.3 cm)
1/2 page vertical.....	3.25 x 10 in. (8.3 x 25.4 cm)
1/2 page horizontal.....	7 x 4.875 in. (17.8 x 12.4 cm)
1/3 page square.....	4.5625 x 4.875 in. (11.6 x 12.4 cm)
1/3 page horizontal.....	7 x 3.3125 in. (17.8 x 8.414 cm)
1/4 page.....	3.25 x 4.875 in. (8.3 x 12.4 cm)

Artwork Requirements

- **Files:** A press-quality PDF is preferred (with all fonts embedded). Other file formats accepted are JPEG, TIFF, EPS, and most major Macintosh page-layout programs.
- **Fonts:** Type 1 fonts are required. TrueType fonts will be replaced with the closest match available.
- **Art:** All placed images, graphics, logos, and fonts must be included.
- **Resolution:** Line art, 1200 dpi; color art, 300 dpi. Low-resolution images will be resampled to appropriate levels as needed.
- **Color:** All color images must be set to CMYK output with no ICC or CIE color profiles attached. A hard copy proof is required in order for color to be considered critical.
- **Halftones:** Black and white halftones should be set to gray scale.

Note: The publisher cannot be held responsible for the reproduction quality if the proofing requirements are not met or if materials are submitted past closing date. Files may be submitted via email or Dropbox. Please label artwork with the issue date, advertiser name, file name. For proofs and file transfer instructions, contact Pamela J. Wilson at pwilson@ceramics.org.