



# 2009 Ad Specifications

## Submitting your ad to *Roast* is smooth and easy.

*Roast* prides itself on its customer service. Please don't hesitate to contact us if you have any questions about your ad. Please check your ad against the specifications below. Ads that do not fit *Roast* magazine specifications may be returned or incur a production work fee. *Roast* cannot be held responsible for inaccurate printing of ads that do not fit our specifications.

## Sizes

SIZE	FORMAT	DIMENSIONS	DECIMAL
Full page	Without bleed	8 3/8" x 10 7/8"	8.375" x 10.875"
	With bleed (1/8")	8 5/8" x 11 1/8"	8.625" x 11.125"
Two-thirds page	Vertical	4 7/8" x 9 7/8"	4.875" x 9.875"
	Horizontal	7 3/8" x 6 1/2"	7.375" x 6.5"
One-half page	Vertical	3 5/8" x 9 7/8"	3.625" x 9.875"
	Horizontal	7 3/8" x 4 13/16"	7.375" x 4.8125"
	Island	4 7/8" x 7 7/16"	4.875" x 7.4375"
One-third page	Vertical	2 1/3" x 9 7/8"	2.333" x 9.875"
	Horizontal	7 3/8" x 3 1/8"	7.375" x 3.125"
	Square	4 7/8" x 4 13/16"	4.875" x 4.8125"
One-quarter page	Vertical	3 5/8" x 4 13/16"	3.625" x 4.8125"
	Horizontal	7 3/8" x 2 5/16"	7.375" x 2.3125"
One-sixth page	Vertical	2 1/3" x 4 13/16"	2.333" x 4.8125"
	Horizontal	3 5/8" x 3 1/8"	3.625" x 3.125"
One-eighth page	Horizontal	3 5/8" x 2 5/16"	3.625" x 2.3125"

## Guidelines

### PREFERRED SUBMISSION FORMATS

- 300 dpi Flattened TIFF
- 300 dpi EPS
- 300 dpi PDF

### OTHER ACCEPTED FORMATS

- Quark 6, InDesign 3 or CS, Illustrator, Photoshop
- Please include all working files and fonts if submitting in one of these formats. We only accept Macintosh platform fonts. If font files cannot be provided, please convert all text to paths.

### TIPS FOR MAKING PDFS

- The PDF format is making life easier for everyone, but PDF files are often exported incorrectly. When exporting your PDF, please embed all fonts and images, and make sure you export at high resolution (Press quality, 300 dpi).

### SUBMITTING YOUR AD

- Via Disk: Make sure to include all necessary support files, including fonts and images. Disks will not be returned unless specifically requested.
- Via FTP: Please collect all necessary files in one folder before uploading via FTP. For our FTP server login information, please contact Connie at [connie@roastmagazine.com](mailto:connie@roastmagazine.com) or Jeremy at [jeremy@roastmagazine.com](mailto:jeremy@roastmagazine.com).
- Via E-mail: Please e-mail your ad only if the total file size is less than 10 MB. We recommend placing all your files in one folder, then compressing the folder with Stuffit or Zip before e-mailing.

### WE'RE HERE TO HELP

- Our knowledgeable and friendly staff is ready to answer any questions about your ad.