



2018	ROAST AD SIZES AND SPECIFICATIONS
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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.

AD ORIENTATIONS AND SIZES

SIZE	FORMAT	DIMENSIONS IN INCHES	DIMENSIONS IN 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"
Bleed: Ads that meet the page edge should include 1/8" (.125") bleed on all sides			
Safety Margin: All essential elements should fit within .125" from page edge			
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"

We're here to help if you have any questions.

Our knowledgeable and friendly staff is ready to answer should you have any questions about your ad.

SUBMISSION GUIDELINES

PREFERRED AD FILE FORMATS

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

OTHER ACCEPTED FORMATS

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

BLEED AND SAFETY MARGINS

- Bleed is a printing term used to reference an ad that has images or elements that touch the edge of the page, extending beyond the trim edge and leaving no white margin. When a document has bleed, it must be printed on a larger sheet of paper and then trimmed down. If your ad meets the edge of the page, and you

don't want a white margin, Roast requires 1/8" (.125") bleed on all sides of the ad that meet the page edge.

- Safety margin is a printing term used to describe the area near the edge of the page where essential items could be cut off. To ensure that no print or image will be cut off in the printing process, be sure your essential type or logo is at least 1/8" (.125") away from the edge of the page.

CHECK YOUR RESOLUTION

- Magazine printing requires a higher resolution than a computer screen. Be sure that all images and text are high-resolution. 300 dpi is considered the correct resolution for print. Lower resolution graphics may appear blurry or pixelated and should be avoided.

TIPS FOR MAKING PDFS

- When exporting your PDF, please embed all fonts and images,

- Please be sure to export at high resolution (press quality, 300 dpi).
- If your full page ad meets the edge of the page, and you don't want a white border, be sure to include a 1/8" bleed area on all sides that meet the edge of the page.

SUBMITTING YOUR AD FILE

- Via Disk: Please include all necessary support files. 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 either Connie at connie@roastmagazine.com or Jeremy at jeremy@roastmagazine.com.
- Via Email: Please email 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 emailing.