

ad specs

PUBLISHED 5 TIMES PER YEAR

ADVERTISING@WENDMAG.COM

503.419.6439

PREFERRED FORMAT:

High-resolution, press-ready PDFs are preferred.
High-resolution, non-OPI EPS files are also acceptable.

ADDITIONAL SOFTWARE SUPPORTED:

Native Adobe Photoshop, Illustrator and Indesign, version CS4 and below. Macromedia Freehand MX 11 and below.

AD MATERIAL CHECKLIST:

- Embed all fonts, or supply them with the job. Include both printer and screen fonts.
- Supply a proof of the ad. If sending the ad via email or FTP, include a low-resolution PDF for proofing.
- Make sure colors are named properly. Remove any unused, named colors.
- If high-resolution images are supplied, make sure they are 300dpi at 100% printed size and CMYK.
- Full bleed ads, keep text and other important elements within 1/8" from the outer edge, double-check overall dimensions and bleed.
- Supply all artwork in CMYK.

SENDING FILES:

Files may be sent via email, FTP, uploaded through our website, or shipped on CD. Do not email creative to your account rep.

EMAIL: 10MB file size limit.
advertising@wendmag.com

FTP INFO:

Host: ftp.wendmag.com
User: wendads
Password: w3ndAds@123

WEB UPLOAD: 20MB file size limit.
http://www.wendmag.com/file-upload

SHIPPING INFO:

Attn: Advertising
Wend Media
3439 NE Sandy Blvd. #346
Portland, OR 97232

AD SIZES:

TYPE	WIDTH	HEIGHT
Spread*	17"	11"
Full Page*	8.5"	11"
Half Page Horiz	8"	5.125"
Half Page Vert	3.875"	10.5"
Third Page Vert	2.5"	10.5"
Quarter Page	3.875"	5.125"

*Full bleed is only available on spread or full page ads. For full bleed, add .125" to outer edge dimensions.

QUESTIONS?

Technical and layout questions should be directed to creative@wendmag.com. All others should be directed to advertising@wendmag.com.

