

# Ad sizes and specifications



AD SIZE	WIDTH X HEIGHT (DECIMAL)	WIDTH X HEIGHT (FRACTIONS)
Two-page spread	15.75" x 9.875"	15-3/4" x 9-7/8"
Two-page spread with bleed	17" x 11.125"	17" x 11-1/8"
Full page	7.375" x 9.875"	7-3/8" x 9-7/8"
Full page with bleed	8.625" x 11.125"	8-5/8" x 11-1/8"
2/3 page horizontal	7.5" x 6.625"	7-1/2" x 6-5/8"
2/3 page vertical	4.875" x 10"	4-7/8" x 10"
1/2 page horizontal	7.5" x 4.875"	7-1/2" x 4-7/8"
1/2 page vertical	4.875" x 7.375"	4-7/8" x 7-3/8"
1/3 page square or island	4.875" x 4.875"	4-7/8" x 4-7/8"
1/3 page vertical	2.333" x 10"	2-5/16" x 10"
1/4 page horizontal	4.875" x 3.75"	4-7/8" x 3-3/4"
1/4 page vertical	3.625" x 4.875"	3-5/8" x 4-7/8"
1/6 page horizontal	4.875" x 2.375"	4-7/8" x 2-3/8"
1/6 page vertical	2.375" x 4.875"	2-5/16" x 4-7/8"
1/8 page horizontal	3.625" x 2.375"	3-5/8" x 2-3/8"

## Printing specifications

Trim size: 8.375" x 10.875"

Bleed: .125" (1/8")

Bleed size: 8.625" x 11.125"

Printing: Sheet-fed offset

Closing date for submission is the 10th of the month

## Advertising Guidelines

Preferred format is Adobe PDF, but psd, eps and tiff formats are accepted.

Images used in digital files, including photos and logos, must be CMYK (not RGB) at a minimum of 300 dpi resolution.

All images and fonts must be supplied with the advertising materials.

Advertising materials are stored for 12 months and then destroyed.

REAL Magazine accepts no responsibility for errors or omissions in published advertisements.

## Web Advertising

Size:  
125W x 125H pixels

File Format:  
GIF, JPEG, PSD, BMP, PNG or TIFF at 72dpi resolution.

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