Display Ad Specifications

Technical specifications

- Please supply a high resolution ("print version") PDF of the ad with all images and fonts embedded in the pdf. If possible, please supply the native design files as well (InDesign, Quark) with all the necessary links (images and fonts) in the same folder. If you will be sending the native files digitally, please zip them into an archive. Zip files cannot be emailed (see file transfer options below.)

- Any images used must be 300dpi and if they are color use the CMYK color space. No spot colors are allowed.

- Line art must have a final effective resolution of 1200 dpi.

- For all non-cover pages, expect a dot gain of roughly 18%. Please adjust curves accordingly.

- All ads must be created at one of the sizes below. If the ad is going to be a full page, please specify if it is supposed to bleed.

Trim size

The trim size of a full page in *UU World* is 8.125" (8 1/8") by 10.5". In other words, the paper the magazine is printing on is cut to 8.125" by 10.5". Anything printed outside the trim will be cut off.

About "bleed"

Bleed is an area 1/4 inch wide that wraps around all four edges of the printable page. This extra 1/4 inch allows the printer some "flex space" in case the page isn't cut perfectly on press. If you create an ad that has an image (or background color) that goes all the way to the edge of the page (any part of the page), make sure to extend the image (or background color) 1/4 inch outside the page (or printable area). When you export your final PDF to send to us, please make sure the bleed appears, and make sure that if you add any printer marks or information that it does not appear inside the bleed (offset the marks and/or information).

About "safety"

The "safety" is a 1/4 inch of space from the edge of the page, inward. This "zone" around the edge of the paper should not contain any text or image that has valuable information on it. Like the bleed, this area gives the printer some leeway in case the pages aren't cut perfectly.

Available ad sizes

FULL PAGE ad sizes

- Full page ad - 7.125"W x 10.5"H (8 1/8" x 10 1/2") *(Regular full page ads have ½" of white space around all four edges.)*
- Full page ad with bleed - 8.375"W x 10.75"H (8 3/8" x 10 3/4")

FRACTIONAL PAGE ad sizes

- 2/3 page (vertical only) - 4 5/8"W x 9 1/2"H
- 1/2 page (tall) - 3 3/8"W x 9 1/2"H
- 1/2 page (vertical) - 4 5/8"W x 7 1/16"
- 1/2 page (horizontal) - 7 1/8"W x 4 5/8"H
- 1/3 page (square) - 4 5/8"W x 4 5/8"H
- 1/3 page (vertical) - 2 3/16"W x 9 1/2"H
- 1/4 page (vertical only) - 3 3/8"W x 4 5/8"H
- 1/6 page (horizontal) - 4 5/8"W x 2 3/16"H
- 1/6 page (vertical) - 2 3/16"W x 4 5/8"H
- 1/12 page (square) - 2 3/16"W x 2 3/16"H

File transfer

Ad files may be sent via email to advertising@uua.org (if the file is under 1MB), or on a DVD. For zipped or larger files please use a file transfer service (many are free) such as *send*space (http://www.sendspace.com) or yousendit (https://www.yousendit.com.) You may also use our FTP site but please notify us at by email when the file has been uploaded. Do not send zipped files by email.

FTP Information:
Server: ftp.uua.org
Port: 922 (for SFTP)
User: worldguest
Password: imagesfortheworld

Proofing copy

We ask all our advertisers to send us a proofing copy. The proof shows us exactly how you expect the ad to look in terms of layout, graphics, and fonts (but not color). Please print the ad and either fax it to us at 617-742-7025 or mail it to us:

Joshua Craft
Advertising Assistant
617-948-6502

Scott Ullrich
Business Manager
617-948-6416

UU World
25 Beacon Street
Boston, MA 02108

Two-thirds page vertical

4 5/8 inches wide
by
9 1/2 inches high

One-third page vertical

2 3/16 inches wide
by
9 1/2 inches high

One-third page square

4 5/8 inches wide
by
4 5/8 inches high

One-sixth page vertical

2 3/16 inches wide
by
4 5/8 inches high

One-half page horizontal

7 1/8 inches wide
by
4 5/8 inches high

One-half page vertical

4 5/8 inches wide
by
7 1/16 inches high

One-sixth page horizontal

4 5/8 inches wide
by
2 3/16 inches high

One-half page Tall

3 3/8 inches wide
by
9 1/2 inches high

One-quarter page vertical

3 3/8 inches wide
by
4 5/8 inches high

What's a Full Page "Bleed"?

Non-bleed:

- 7 1/8 inches wide
- 9 1/2 inches high
- 1/2 inch of white space around ad

Bleed:

- 8 3/8 inches wide
- 10 3/4 inches high
- Ad extends to edge of page