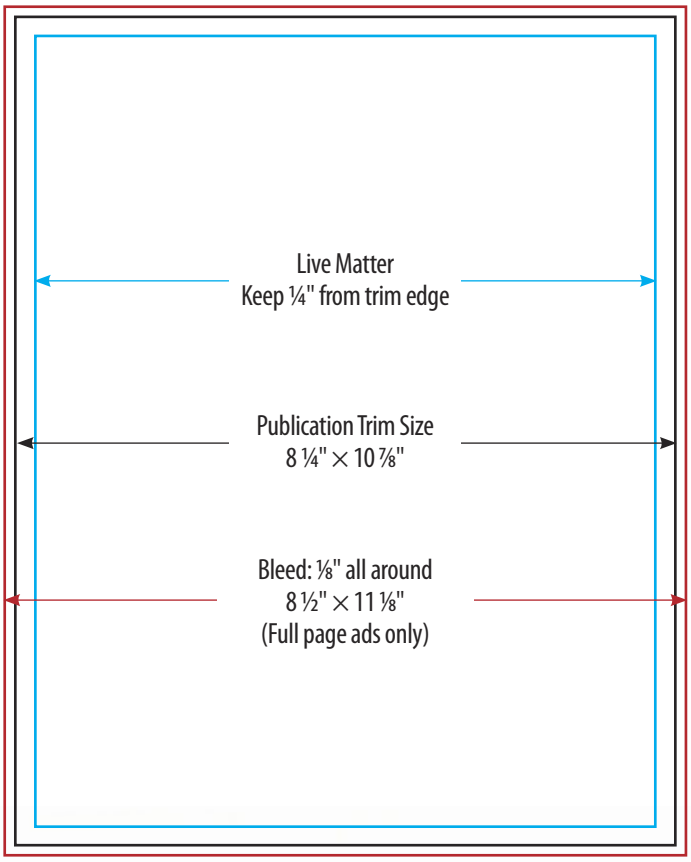
2027 PRODUCTION SPECIFICATIONS

Pottery Making Illustrated

Advertisement Sizes

	(width × height)
Spread (2 facing pages) (with bleed)	16.75" × 11.125"
Full page (with bleed)	8.5" × 11.125"
⅔ page	4.625" × 10"
½ page island	4.625" × 7.375"
½ page (vertical)	3.375" × 10"
½ page (horizontal)	7" × 4.875"
⅓ page (vertical)	2.25" × 10"
⅓ square	4.625" × 4.875"
¼ page	3.375" × 4.875"
⅙ page	2.25" × 4.875"

Publication Trim Size: 8 ¼" × 10 ⅞"
Bleed: ⅛" all around (Full page ads only)
Live Matter: Keep ¼" from trim edge (Full page ads only)
Type of Binding: Saddle Stitch



Graphics Requirements

FILES: **A press-quality PDF is preferred** (with all fonts embedded). Do not include any printer marks or color profiles. Other file formats accepted are TIFF, EPS, Photoshop, or a packaged InDesign file.

FONTS: OpenType fonts are preferred. All fonts must be embedded in your PDF or provided with a packaged layout file.

ART: All placed images, graphics, logos, and fonts must be included.

RESOLUTION: Color art, 300 ppi. Bitmap art, 600 ppi. Low-resolution images will be resampled to appropriate levels as needed.

COLOR: All color images must be set to CMYK output with no ICC or CIE color profiles attached. Pantone spot colors should be converted to CMYK output. Black-and-white files should be set to grayscale.

Note: The publisher cannot be held responsible for the reproduction quality if the graphics requirements are not met or if materials are submitted past the due date.

Please name your file with the Issue Date, Advertiser Name, File Name.

Files may be submitted via email or file transfer services.

For proofs and file transfer instructions, contact Pam Wilson at pwilson@ceramics.org.



Sarah German