

# chowLife

The official publication of The Chow Chow Club Inc.

## MAGAZINE SPECIFICATIONS

*Revised 11/2017*

- The magazine trim size is 8.5”w x 11”h
- The image/live area is 8”w x 10.5”h
- Keep all text at a .5” margin between image/live area and trim size
- Four-color process (or) Black only  
Please convert color graphic files from RBG to CYMK
- All images and ads must be submitted as TIF, JPG or PDF files at 300 dpi @ 100% of ad size (including bleeds\*). No low resolution photos (including images captured from an Internet screen shot) will be accepted.
- Please send files via email to: ChowLifeEditor@gmail.com. Original photos can be mailed to the Editor and will be returned after the magazine is printed and mailed.

### AD SIZES (black & white or color)

<u>Ad Unit</u>	<u>Width</u>	<u>Height</u>
Full page *	8.5”	11.0”
1/2 page horizontal*	8.5”	5.25”
1/4 page	4.25”	5.50”
Inside Cover Story (Color)	8.5”	11.0”

\* A MINIMUM of .125” required IN ADDITION to ad size, for bleeding backgrounds (To “bleed” means to print off edge of the trim size/edge of page. Otherwise it will have a white border).

*For More Information Contact:*

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