

# WORLD AFFAIRS

## Advertisement Specifications

### Submission Deadline Schedule

| Cover Issue | Reserve By | Materials Due |
|-------------|------------|---------------|
| Sep/Oct     | 6/28/10    | 7/12/10       |
| Nov/Dec     | 8/23/10    | 9/6/10        |
| Jan/Feb     | 10/25/10   | 11/8/10       |

Placement in journal and on the webpage are made available on first-come basis. We recommend ordering ad space 8 weeks prior to the submissions deadlines noted above.

### Sizes & Technical Requirements

#### **Mechanical Requirements:**

|           | Horizontal Ads |         | Vertical Ads |         |
|-----------|----------------|---------|--------------|---------|
|           | Width          | Height  | Width        | Height  |
| Full page | 6"             | 9"      | N/A          | N/A     |
| ¾ page    | 2.5278"        | 1.8095" | 4.5"         | 9"      |
| ½ page    | 5.3472"        | 3.8611" | 2.5278"      | 8.1667" |
| ¼ page    | 2.5278"        | 3.8333" | 5.3333"      | 1.7778" |

**Bleed Requirements:** 7.25" x 10.25"

**Live Image Area:** 7" x 10"

**Reproduction Requirements:** We accept files that have embedded fonts and are optimized for print, as well as digital files in the following formats: TIFF, PDF, EPS.

**Art Resolution Requirements:** Digital art must be 1,000 dpi optimum, 600 dpi minimum. Photographic images 300 dpi minimum. Because images from the Web are optimized for viewing on a computer monitor, the resolution is too low for printing and will not be used.

**For rate information and other advertising inquiries, please contact:**

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