

Advertising Specifications

Ad Dimensions:

Magazine Trim Size: 8 1/8 x 11



1 Page, Full Bleed 8 5/8 x 11 3/8"
(1/4" trims off on each side. Keep all vital advertising material at least 1/4" from final edges.)



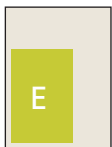
Full page, 7 x 10"



2/3 page, 4 5/8 x 10"



1/2 page horizontal, 7 x 4 7/8"



1/2 page island, 4 5/8 x 7 1/2"



1/2 page vertical, 3 3/8 x 10"



1/3 page square, 4 5/8 x 4 7/8"



1/3 page column, 2 1/4 x 10"



1/4 page island, 2 1/4 x 7 1/2"



1/4 page horizontal, 4 5/8 x 3 3/4"



1/4 page vertical, 3 3/8 x 4 7/8"



1/6 page horizontal, 4 5/8 x 2 1/2"



1/6 page vertical, 2 1/4 x 4 7/8"

All ads smaller than 1/6 page are 2 1/4 inches wide by 1, 2, 3, or 4 inches high.

Depth of column is 10 inches; width of column is 2 1/4 inches; three columns per page.

Required preparation charged to advertiser.

Printed by web offset; saddle stitch binding.

We are not responsible for ad material after one year.

Web Ad Specifications:

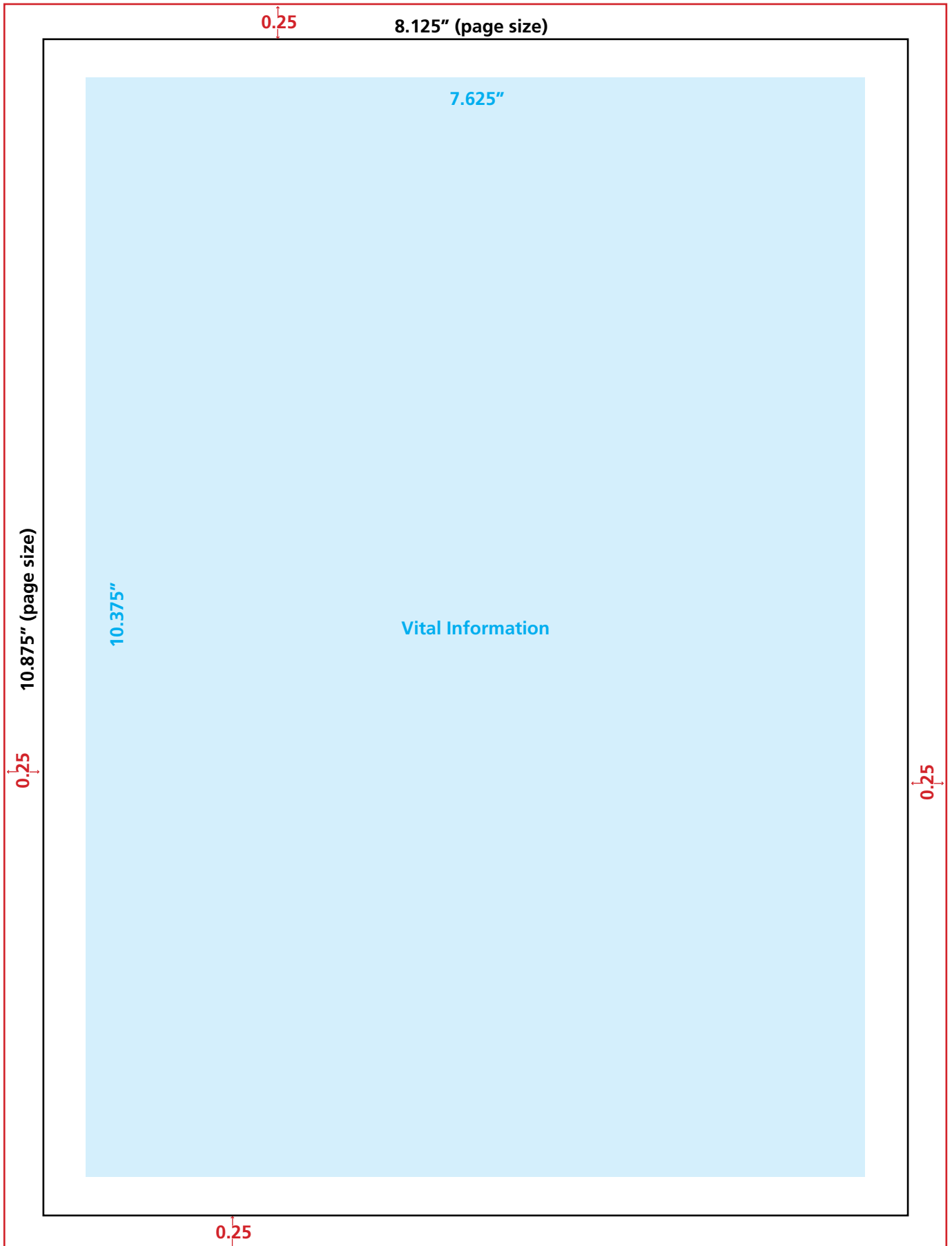
Size: Vertical banner—120 x 240 pixels, 72 ppi

Horizontal banner—480 x 60 pixels, 72 ppi

Color: RGB **File type:** .gif

Note: Please include URL of company site with your ad materials to be linked from ad. E-mail Web ads to jmccorkle@davisart.com.

SchoolArts Full-page ad with bleed
(Bleed in red)



NOTE: Not to scale. Measurements only.