



2017 Advertising SPECIFICATIONS

Submitting your ad to *Roast* is smooth and easy.

Roast prides itself on its customer service. Please don't hesitate to contact us if you have any questions about your ad. Please check your ad against the specifications below. Ads that do not fit *Roast* magazine specifications may be returned or incur a production work fee. *Roast* cannot be held responsible for inaccurate printing of ads that do not fit our specifications.

AD ORIENTATIONS AND SIZES

SIZE	FORMAT	DIMENSIONS IN INCHES	DIMENSIONS IN DECIMAL
Full page	Without bleed	8 3/8" x 10 7/8"	8.375" x 10.875"
	With bleed (1/8")	8 5/8" x 11 1/8"	8.625" x 11.125"
Bleed: Full page ads that meet the page edge should include 1/8" (.125") bleed on all sides			
Safety Margin: All essential elements should fit within .125" from page edge.			
Two-thirds page	Vertical	4 7/8" x 9 7/8"	4.875" x 9.875"
	Horizontal	7 3/8" x 6 1/2"	7.375" x 6.5"
One-half page	Vertical	3 5/8" x 9 7/8"	3.625" x 9.875"
	Horizontal	7 3/8" x 4 13/16"	7.375" x 4.8125"
	Island	4 7/8" x 7 7/16"	4.875" x 7.4375"
One-third page	Vertical	2 1/3" x 9 7/8"	2.333" x 9.875"
	Horizontal	7 3/8" x 3 1/8"	7.375" x 3.125"
	Square	4 7/8" x 4 13/16"	4.875" x 4.8125"
One-quarter page	Vertical	3 5/8" x 4 13/16"	3.625" x 4.8125"
	Horizontal	7 3/8" x 2 5/16"	7.375" x 2.3125"
One-sixth page	Vertical	2 1/3" x 4 13/16"	2.333" x 4.8125"
	Horizontal	3 5/8" x 3 1/8"	3.625" x 3.125"
One-eighth page	Horizontal	3 5/8" x 2 5/16"	3.625" x 2.3125"

SUBMISSION GUIDELINES

Preferred Ad File Formats

- 300 dpi Flattened TIFF
- 300 dpi PDF
- 300 dpi EPS

Other Accepted Formats

- InDesign CS, Illustrator, Photoshop
- Please include all working files and fonts if submitting in one of these formats. We only accept Macintosh platform fonts. If font files cannot be provided, please convert all text to paths.

Tips For Making PDFs

- When exporting your PDF, please embed all fonts and images, and make sure to export at high resolution (press quality, 300 dpi). Also be sure to include a 1/8" bleed area if your full page ad meets the edge of the page.

Submitting Your Ad

- Via Disk: Please include all necessary support files. Disks will not be returned unless specifically requested.
- Via FTP: Please collect all necessary files in one folder before uploading via FTP. For our FTP server login information, please contact Connie at connie@roastmagazine.com or Jeremy at jeremy@roastmagazine.com.
- Via Email: Please email your ad only if the total file size is less than 10 MB. We recommend placing all your files in one folder, then compressing the folder with Stuffit or Zip before e-mailing.

**We're here to help
if you have any questions.**

Our knowledgeable and friendly staff is ready to answer should you have any questions about your ad.