



2019 AD SIZES AND FORMATS

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	DIMENSIONS IN MILLIMETERS
Full page	Without bleed	8 3/8" x 10 7/8"	8.375" x 10.875"	212.275 mm x 276.225 mm
	With bleed (1/8")	8 5/8" x 11 1/8"	8.625" x 11.125"	219.075 mm x 282.575 mm
Bleed: Ads that meet the page edge should include 1/8" (.125 inches or 3.175 mm) bleed on all sides				
Safety Margin: All essential elements should fit within .125" (3.175 mm) from page edge				
Two-thirds page	Vertical	4 7/8" x 9 7/8"	4.875" x 9.875"	123.825 mm x 250.825 mm
	Horizontal	7 3/8" x 6 1/2"	7.375" x 6.5"	187.325 mm x 165.100 mm
One-half page	Vertical	3 5/8" x 9 7/8"	3.625" x 9.875"	92.075 mm x 250.825 mm
	Horizontal	7 3/8" x 4 13/16"	7.375" x 4.8125"	187.325 mm x 122.238 mm
	Island	4 7/8" x 7 7/16"	4.875" x 7.4375"	123.825 mm x 188.913 mm
One-third page	Vertical	2 1/3" x 9 7/8"	2.333" x 9.875"	59.258 mm x 250.825 mm
	Horizontal	7 3/8" x 3 1/8"	7.375" x 3.125"	187.325 mm x 79.375 mm
	Square	4 7/8" x 4 13/16"	4.875" x 4.8125"	123.825 mm x 122.238 mm
One-quarter page	Vertical	3 5/8" x 4 13/16"	3.625" x 4.8125"	92.075 mm x 122.238 mm
	Horizontal	7 3/8" x 2 5/16"	7.375" x 2.3125"	187.325 mm x 58.738 mm
One-sixth page	Vertical	2 1/3" x 4 13/16"	2.333" x 4.8125"	59.258 mm x 122.238 mm
	Horizontal	3 5/8" x 3 1/8"	3.625" x 3.125"	92.075 mm x 79.375 mm
One-eighth page	Horizontal	3 5/8" x 2 5/16"	3.625" x 2.3125"	92.075 mm x 58.738 mm

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 application formats. We only accept Macintosh platform fonts. If font files cannot be provided, please convert all text to paths.

BLEED AND SAFETY MARGINS

- Bleed is a printing term used to reference an ad that has images or elements that touch the edge of the page, extending beyond the trim edge and leaving no white margin. When a document has bleed, it must be printed on a larger sheet of paper and then trimmed down. If your ad meets the edge of the page, and you

don't want a white margin, *Roast* requires 1/8" (.125") bleed on all sides of the ad that meet the page edge.

- Safety margin is a printing term used to describe the area near the edge of the page where essential items could be cut off. To ensure that no print or image will be cut off in the printing process, be sure your essential type or logo is at least 1/8" (.125") away from the edge of the page.

CHECK YOUR RESOLUTION

- Magazine printing requires a higher resolution than a computer screen. Be sure that all images and text are high-resolution. 300 dpi is considered the correct resolution for print. Lower resolution graphics may appear blurry or pixelated and should be avoided.

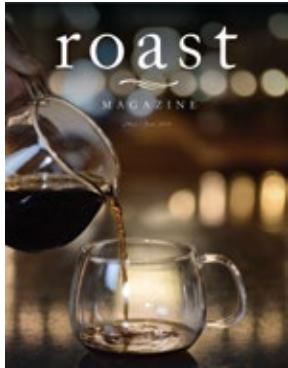
TIPS FOR MAKING PDFS

- When exporting your PDF, please embed all fonts and images,

- Please be sure to export at high resolution (press quality, 300 dpi).
- If your full page ad meets the edge of the page, and you don't want a white border, be sure to include a 1/8" bleed area on all sides that meet the edge of the page.

SUBMITTING YOUR AD FILE

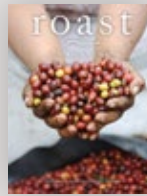
- Via Disk: Please include all necessary support files. Disks will not be returned unless specifically requested.
- Via FTP: Please collect all necessary files in one folder before uploading via FTP. For our FTP server login information, please contact Connie at connie@roastmagazine.com or Jeremy at 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 emailing.



2019 AD GUIDE AND DEADLINES

**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.



CONTACT

P 503.282.2399 | F 503.282.2388

www.roastmagazine.com

AD SIZES VISUAL GUIDE

1/4 Page H (7.375" x 2.3125")			1/6 Page V (2.333" x 4.8125")	1/6 Page H (3.625" x 3.125")	1/8 Page (3.625" x 2.3125")
1/3 Page H (7.375" x 3.125")	1/2 Page H (7.375" x 4.8125")	2/3 Page H (7.375" x 6.5")	1/3 Page Square (4.875" x 4.8125")	1/2 Page V (3.625" x 9.875")	1/4 Page V (3.625" x 4.8125")
2/3 Page V (4.875" x 9.875")	1/3 Page V (2.333" x 9.875")	1/2 Page Island (4.875" x 7.4375")	Full Page (add 1/8" on all sides for bleed) We recommend using 1/4" margin on all sides to prevent important information from being printed into the spine. 8.375" (Trim Size) x 10.875" (Trim Size)		

◀ FULL PAGE ADS: USING BLEED

If your full-page ad meets the edge of the page, and you don't want a white border, be sure to include a 1/8" (.125 inches or 3.175 mm) bleed area on all sides of the ad that meet the edge of the page.

2019 SUBMISSION DEADLINES

	SPACE	MATERIALS
January/February	Nov. 16, 2018	Nov. 20, 2018
March/April	January 16	January 23
May/June	March 15	March 22
July/August	May 15	May 22
September/October	July 15	July 22
November/December	September 16	September 23

CHECKLIST (FOR YOUR USE)

- I've double-checked the size and dimensions of my ad.
- I've double-checked that my ad is high-resolution (300 dpi).
- I have reviewed my submission deadline.
- If my ad is a full-page ad, and I want the ad image to meet the edges of the page, I've been sure to include bleed, which is an extra 1/8" (.125 inches or 3.175 mm).