



ADVERTISING SPECS

GENERAL MECHANICAL INFORMATION

- The specifications below refer to live matter content.
- Only 1/2 page ads and larger can feature bleeds
- If your ad bleeds, be sure to add 1/4" bleed past the trim size
- Only CMYK artwork accepted
- ALL artwork must be received in a digital format. We do not accept film negatives.
- Please provide all artwork in at least 300dpi
- Ideally, composite CMYK artwork preferred (Flattened .PSD file, Hi-Res JPEG, .PDF, .EPS, .TIF)
- Be sure your files do NOT contain any PMS or spot colors. We do not inspect your files for this and are not responsible for any printing errors as a result of inclusion.
- Preferred programs – InDesign®, Adobe Photoshop®, Adobe Illustrator®.
- If you provide Native Files:
 - Save and include all images as EPS files (Encapsulated PostScript)
 - Supply all fonts used as separate Font folder- both screen & printer fonts
 - Do not use True Type fonts
 - Send all support files, including all Hi-Resolution files of logos, photos, and trademarks
 - Convert all RGB files (computer color) to CMYK (four-color process for print)

MODEL RELEASES

Any depiction of "nudity or simulated sex" must be accompanied by individual model releases and photocopy(s) of a government-issued ID for age verification as dictated by "Title V - Child Pornography Prevention" of HR 4472.

Send material to:

Instigator Magazine
8205 Santa Monica Blvd., #1-280
West Hollywood, CA 90046

OR

editor@instigatormagazine.com

(For files larger than 10megs, please call for FTP information)

AD DIMENSIONS

Trim Size w/ bleed	8-3/8" x 10-7/8"	(212.725mm x 276.225mm)
Full Page	7-5/8" x 10-1/8"	(193.675mm x 257.175mm)
1/2 Page Vertical	3-7/8" x 10/1/8"	(98.425mm x 257.175mm)
1/2 Page Horizontal	7-5/8" x 5"	(193.675mm x 127mm)
1/4 Page	3-7/8" x 5"	(98.425mm x 127mm)
Banner	1.75" x 10-1/8"	(44.45mm x 257.175mm)

INSTIGATOR MAGAZINE

8205 Santa Monica Blvd. #1-280, West Hollywood, CA 90046
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www.instigatormagazine.com