

As the official source of news and information for ASPC, AMHR, ASPR and NSPPR members, your ad in *The Journal* will be seen by the heart of the small equine community.

Mechanical Requirements

Ad Size	Non Bleed	Bleed	Live Area	Trim
Full Page	7.25" x 10.25"	8.25" x 11"	7.25" x 10.25"	8" x 10.75"
3/4 Page	7" x 7"	n/a	7" x 7"	n/a
2/3 Page Vertical	4.25" x 10.25"	5.5" x 11"	4.25" x 10.25"	5.25" x 10.25"
1/2 Page Vertical	3.5" x 10.25"	n/a	3.5" x 10.25"	n/a
1/2 Page Horizontal	7" x 4.75"	8.25" x 5.75"	7" x 4.75"	8" x 5.25"
1/3 Page Vertical	2" x 10"	n/a	2" x 10"	n/a
1/3 Page Square	4.625" x 4.625"	n/a	4.625" x 4.625"	n/a
1/4 Page Vertical	3.5" x 4.75"	n/a	3.5" x 4.75"	n/a
Business Card	3.5" x 2"	n/a	3.5" x 2"	n/a

Please make sure all text is a minimum of .25" from the edge of the page trim.

Black & White Only

Breeder/Owner & Trainer Directory - 4 lines of type (limit 25 characters per line)
 \$125 Annual Fee - additional lines of type \$5 each, add photo or logo \$20 each.
 Included on the website directory.

Digital Format

Lasers, faxes and email pdf proofs will be used for position only - files submitted need to be:

- 300 dpi images (at 100% scale)
- Images must be converted from RGB to CMYK if color.

NOTE: The Journal and the printer cannot be responsible for sub-par results if file's images are furnished in RGB format.

- All fonts must be included or converted to outlines (any missing fonts will be substituted with best match).
- All Application files must be sent layered with linked images and fonts provided.

Applications

Adobe Photoshop
 Adobe Illustrator
 Adobe InDesign

Digital files not in programs listed above must be:

- EPS file (300 dpi at 100%)
- JPG file (300 dpi at 100%)
- TIFF file (300dpi at 100%)
- PDF file (300dpi at 100%)



FULL PAGE

8.25" x 11"
 (Full Bleed)

2/3 Page
 Vertical

1/3 Page
 Vertical

3/4 Page

Business
 Card

1/2 Page
 Vertical

1/4 Page
 Vertical

1/3 Page
 Square

1/2 Page
 Horizontal