

# ARCHAEOLOGY

## PRINT SPECIFICATIONS

Space	Bleed	Non-Bleed	Trim (This is our page size)
Full Page	8.25" X 10.75"	7.375" X 10"	8" X 10.5"
2-Page Spread	16.25" X 10.75"	N/A	16" X 10.5"
1/2 Page Spread	16.25" X 5"	N/A	16" X 4.875"
1/2 Horizontal	N/A	7.25" X 4.625"	
1/2 Island Vertical	N/A	4.75" X 7.5"	
1/3 Vertical	N/A	2.25" X 9.625"	
1/3 Square	N/A	4.75" X 4.625"	
1/6 Vertical	N/A	2.25" X 4.625"	

### File Submission

All ad submission must be press-ready PDF/X1-a files supplied to ARCHAEOLOGY magazine via email or CD. Quality control is dependent upon properly created PDFs.

### Production

Supplied advertising that requires production or design work of any kind may incur a non-commissionable production charge of at least \$50.

### Mechanical

Bleed ads should have a minimum .25" bleed on all 4 sides and should include trim indications. Trim indications should be offset by .375" so that they are out of the live bleed area. 2-page spread ads must allow for .25" type safety across the center gutter.

### Scanning

Images must be at 300 DPI at 100% of final size.

### Resolution

All rasterized files must be 300 DPI at 100%. Transparencies must be flattened. All live elements, i.e. type on bleed ads, must be a minimum of 1/4" (.25") inside the final trim area. Line screen is 150 LPI.

### Fonts

Embed all necessary fonts in each PDF.

### Color

The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).

No files with PMS colors will be accepted without being agreed to in advance. Note any special color information on the contract proof.

### Liability

ARCHAEOLOGY magazine cannot be held responsible for the quality of reproduction if these specifications are not adhered to. Ads received after deadline may not publish in the desired issue. Archaeology magazine will not be held responsible for changes the Archaeology magazine Production department must make in an ad that is inadequate or fails to adhere to Archaeology magazine's Digital Ad Specifications. Archaeology magazine is not liable for the final output if no contract proof is supplied.

### Proofs

A proof must accompany all advertising material. 4-color ads must include a 4-color SWOP proof. If a proof is not supplied, Archaeology will not be held responsible for errors.

### Advertising Policy:

Ads from companies that sell antiquities are not accepted.

### Materials Production Contact:

Kevin Mullen 857.305.9353  
kmullen@archaeology.org

### Advertising Contacts:

Gerry Moss 718.472.3050 x4904  
gerry@archaeology.org

Kevin Mullen 857.305.9353  
kmullen@archaeology.org