

# Full Page Ad Guidelines

Print ad files function for both the magazine and e-Edition.

## Digital File Specifications

AOGR is produced in a PDF workflow. All fonts must be embedded in the PDF. We also accept files produced in Adobe Creative Suite and QuarkXpress, and .tif and .eps file formats.

### Define all colors as CMYK

Convert all RGB and PMS spot colors to CMYK process before producing the final PDF.

Any ads with noncompliant colors will be converted to CMYK. Our team will provide a preproduction PDF proof after converting the colors.

### Resolution

Images should have a resolution of 300 ppi when placed at 100%.

### Maximum ink density

The total ink density (combination of CMYK percentages) should not exceed 300%.

### Line screen:

150 lines per inch.

### The AOGR Digital Magazine

We provide an additional opportunity for the readers to view and interact with your advertisement. When we post the issue online any email or web address displayed in the ad become interactive. Please make sure the linked web pages are live prior to submitting your ad.

### Additional Ad Sizes

For dimensions of additional ad sizes available for print, download the Print and Online Advertising Rates from the Media Center at [www.aogr.com/media-center/media-file](http://www.aogr.com/media-center/media-file).

## Digital File Routing Options

When sending a high-resolution PDF, send only the PDF. When sending native files, include all elements (images, graphics, fonts, etc.) plus a low-resolution PDF proof of the advertisement like you expect to see it printed. Please zip all native files into one folder.

**Email:** Please send all files to Nora Mota Magill at [nmotamagill@aogr.com](mailto:nmotamagill@aogr.com), with a copy to your sales representative.

For files greater than 40MB, use a file transfer service addressed to the email above.



**Full page magazine size:**  
8.25" x 10.875"

**Bleed:**  
8.50" x 11.125"  
0.125 is trimmed off  
all four sides.

Keep essential material  
contained within the live  
area: 0.25" from the head,  
foot, face and gutter trim.