

# Advertising Sizes - 2012



## Advertising File Requirements:

Electronic Files: PDF Files with Embedded Fonts  
 Native PC Files: All Fonts used must be submitted.

For more information visit [www.arrrl.org/ads/specs](http://www.arrrl.org/ads/specs)

## Production Services:

If local facilities for advertisement layout are not available or convenient to your organization, the ARRL Advertising Department can assist you in the production process. Production services are also available for Ad creation.

Ads can be submitted on CD, e-mailed to [ads@arrrl.org](mailto:ads@arrrl.org) or you can upload your ad at [www.arrrl.org/ads/specs](http://www.arrrl.org/ads/specs) and click the **ARRL Advertising UPLOAD SITE** button.

## We can work with the following PC files:

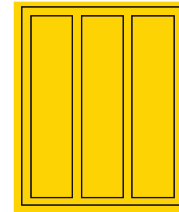
InDesign CS4 or earlier versions, Photoshop CS4 or earlier versions, Illustrator CS4 or earlier versions, Microsoft Publisher, Corel Draw Graphics Suite X4, or High Resolution PDF files (fonts must be embedded.)

If you provide native files all fonts must be included.

## Get the Attention of More Customers!

ARRL offers high-quality production services to advertisers.

These services include graphic design, ad layout, and production. The services are utilized by advertisers seeking a special look for ads, or for those considering ways to expand their exposure to customers by placing larger ads (color, full or half page). ARRL staff works closely with advertisers, completing work at a nominal cost. All work is done at ARRL's headquarters in Newington, Connecticut, using the most current graphics capabilities and state-of-the-art production and imaging technology. Your ARRL Advertising Representatives can assist you with all of our production services.

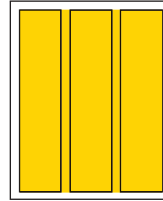


**Full Page with 1/8" BLEED**

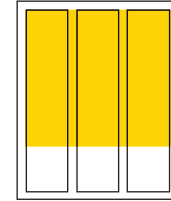
**Document Size:**  
 8.438" W x 11" H  
 Crop Marks must be at 8.188" W x 10.75" H

**Trim Size:**  
 8.188" W x 10.75" H

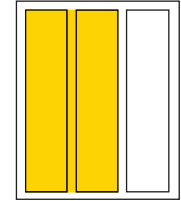
## Ad Sizes



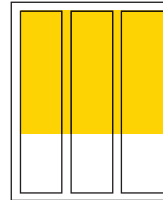
**Full Page**  
 7" W x 10" H



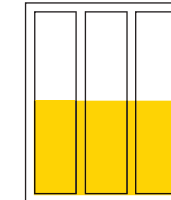
**Three-fourths Vert.**  
 7" W x 7-1/2" H



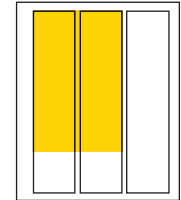
**Two-thirds Vert.**  
 4-5/8" W x 10" H



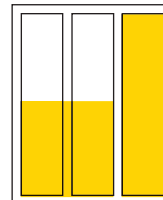
**Two-thirds Horz.**  
 7" W x 6-3/4" H



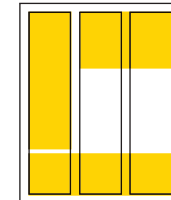
**One-half Horz.**  
 7" W x 5" H



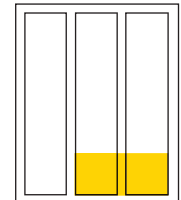
**One-half Vert.**  
 4-5/8" W x 7-1/2" H



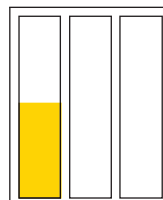
**One-third**  
 4-5/8" W x 5" H  
 2-1/4" W x 10" H



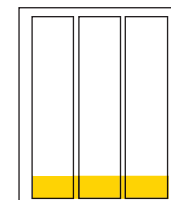
**One-fourth**  
 2-1/4" W x 7-1/2" H  
 4-5/8" W x 3-3/4" H  
 7" W x 2-1/2" H



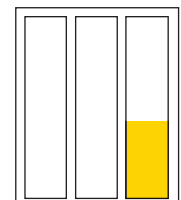
**One-sixth Horz.**  
 4-5/8" W x 2-1/2" H



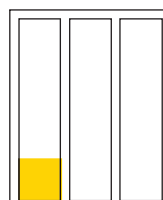
**One-sixth Vert.**  
 2-1/4" W x 5" H



**One-eighth Horz.**  
 7" W x 1-1/4" H



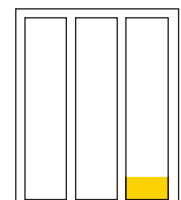
**One-eighth Vert.**  
 2-1/4" W x 3-3/4" H



**One-twelfth Vert.**  
 2-1/4" W x 2-1/2" H



**One-twelfth Horz.**  
 4-5/8" W x 1-1/4" H



**One-twenty-fourth**  
 2-1/4" W x 1-1/4" H