



PERSPECTIVE

A Quarterly Newsletter by *Longview Museum of Fine Arts*

FULL PAGE

Bleed: 6.25" x 11.25"
Trim Size: 6.0" x 11"
Live Area: 5.5" x 10.5"

FILE FORMATS

PDF/X1a format is the preferred file format for file submission. Photoshop (tiff, jpeg, flattened pdf) and Illustrator (eps with outlines and embedded images) files are also accepted. All high-resolution images and fonts must be embedded/included when the file is saved. Images must be SWOP (CMYK) TIFF or EPS at a resolution of 300 dpi. All spot colors will be converted to CMYK.

DESIGN SERVICES

If you need help creating an ad, LMFA will provide design services additional cost. Let us know when you place your order.

SENDING FILES

Please upload all print ready artwork at www.forbesbutler.com (scroll to the bottom and click the "upload" button).

NOTE

Full page ads will need a bleed of .125". All other ads will have a 1pt black frame for content separation.

AD SIZES

Full Page:

Size with Bleed:..... 6.25" x 11.25"
Trim Size:..... 6.0" x 11"
Live Area:..... 5.5" x 10.5"

2/3 Page: 5"h x 6.5"w

1/2 Page: 5"h x 4.875"w

1/3 Page: 5"h x 3.25"w

DUE DATES

SPRING 2020

Ad Sales Close March 1, 2020
Artwork Due..... March 15, 2020

SUMMER 2020

Ad Sales Close May 1, 2020
Artwork Due..... May 15, 2020

FALL 2020

Ad Sales Close August 1, 2020
Artwork Due..... August 15, 2020

WINTER 2021

Ad Sales Close November 1, 2020
Artwork Due..... November 15, 2020

To purchase an ad, go to LMFA.org/newsletter-sponsor/, or call the LMFA at 903.753.8103.

2/3 PAGE

5.0"w x 6.5"h

1/2 PAGE

5" x 4.875"

1/3 PAGE

5" x 3.25"