

# PERSPECTIVE

A BIENNIAL MAGAZINE FROM **LONGVIEW MUSEUM OF FINE ARTS**

**FULL PAGE**

--- Bleed: 8.75" × 11.25"  
Trim Size: 8.5" × 11"  
— Live Area: 7.5" × 10"

**\$1,500**  
1 YEAR  
(2 ISSUES)

## 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. Please let us know when you place your order.

## SENDING FILES

Please upload all print ready artwork at [www.forbesbutler.com](http://www.forbesbutler.com) (scroll to the bottom of the homepage 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

Bleed Size..... 8.75" × 11.25"  
Trim Size..... 8.5" × 11"  
Live Area..... 7.5" × 10"

**1/2 Page Horizontal** ..... 7.5"w × 4.75"h

**1/3 Page** ..... 4.625"w × 4.75"h

**1/3 Page Vertical** .... 2.6875"w × 9.875"h

**1/6 Page** ..... 2.6875"w × 4.75"h



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**1/6 Page**

**\$225**  
1 YEAR  
2 ISSUES

**1/3 Page**

**\$375**  
1 YEAR  
2 ISSUES

**1/3 Page Vertical**

**\$375**  
1 YEAR  
2 ISSUES

**1/2 Page Horizontal**

**\$750**  
1 YEAR  
2 ISSUES