

# *Native Plants* JOURNAL

## ADVERTISING PRODUCTION INFORMATION

Ad Size	Dimensions in picas (inches)
Full Page Bleed	51p wide x 66p deep (8.5" x 11") Final printed dimensions Artwork that is to bleed (run off the edge of the final printed dimensions) needs to be prepared with 1 pica (1/8") extra art on each side and 1 pica extra art on each the top and bottom for bleed dimensions of 53p wide x 66p deep
Full Page	43p6 wide x 57p deep (7.25" x 9.5")
Half Page Horizontal	43p6 wide x 28p deep (7.25" x 4.667")
Half Page Vertical	17p6 wide x 57p deep (2.917" x 9.5")
Quarter Page Vertical	17p6 wide x 28p deep (2.917" x 4.667")
Back Cover	

*See page 2 for a visual layout of advertising space.*

### All advertisements:

- must be provided electronically with a completed Artwork Submission Form (see page 3)
- will reproduce in 4-color process
- will be enclosed within a border, with external dimensions exactly as noted above
- will not advertise financial, insurance, or travel products

### Deadlines

Publication Date	Artwork Deadline
Spring	September 15
Fall	March 15

### Electronic Art Definitions

- Submit an electronic file for the Macintosh, utilizing only 4-color process inks in one or more of the following formats: Adobe PageMaker (version 3.0 or later); Adobe Illustrator (version 3.0 or later); Macromedia Freehand (with both native and eps files, version 2.02 or later); Adobe Photoshop.
- Include a composite proof and color separated laser proofs.
- Screen rulings to be 150 line. The *Native Plants Journal* production staff will adjust all images for reproduction dot gain. Please contact the *Native Plants Journal* production staff at the Washington State University Office of University Publications and Printing (OUPP) at 509-335-1899 should you have any questions or concerns regarding screened areas of your artwork.
- Fonts (screen and printer) that are not resident with OUPP must be provided. For further information about font availability visit the OUPP web site at: <http://publications.urel.wsu.edu:80/Printing/Fonts.html> or contact the *Native Plants Journal* production staff directly at 509-335-1899.
- Copy machine reproductions, art boards, or publication clippings are not considered suitable artwork.
- Artwork that does not meet the *Native Plants Journal* production mechanical needs may be revised as needed, with the advertiser being billed for the time and materials needed to adequately prepare the advertisement for reproduction.

### Electronic Artwork transmittal

For instructions on how to submit artwork, please refer to the Artwork Submission Form (see page 3).

**VISUAL LAYOUT OF ADVERTISING SPACE**

Full Page Bleed  
51p wide x 66p deep (8.5" x 11") final printed size

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Full Page  
43p6 wide x 57p deep  
7.25" X 9.5"

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43p6 wide x 28p deep  
7.25" X 4.667"

Quarter Page  
17p6 wide x 28p deep  
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