

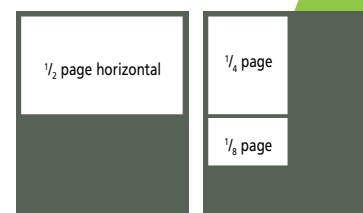
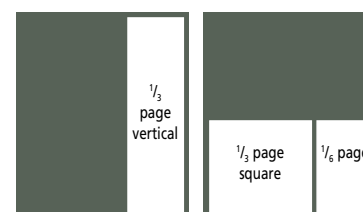
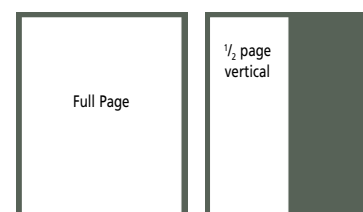
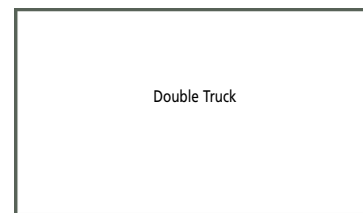
# minnesota MEDICINE

## AD SPECIFICATIONS



### Ad Sizes

Trim Size	8 1/8 x 10 7/8
Bleed Size	8 3/8 x 11 1/8
Two page double truck (IFC – Page 1)	16 1/2 x 11 1/8
Full Page	7 1/8 x 9 7/8w
1/2 Page Horizontal	7 1/8 x 4 3/4
1/2 Page Vertical	3 1/2 x 9 5/8
1/3 Page Square	4 11/16 x 4 3/4
1/3 Page Vertical	2 1/4 x 9 5/8
1/4 Page	3 1/2 x 4 3/4
1/6 Page	2 1/4 x 4 3/4
1/8 Page	3 1/2 x 2 1/4



## MEDIA

Smaller electronic files (under 2MB) can be sent to [ads@mnmed.org](mailto:ads@mnmed.org).

Send larger electronic files via FTP to [ftp.mmaonline.net](ftp://ftp.mmaonline.net) User name: *ads* Password: *4mma*

Electronic ad materials can also be sent on a CD. The MMA requests that advertisers/agencies carefully review ad materials before submitting them for publication. The MMA is not responsible for errors in original materials.

## AD FILES

The MMA operates on the PC platform. Ad files are preferred in press-quality PDF format (all fonts must be embedded and files must be built to the correct size). We can also accept PC format files created in InDesign (all imported graphics and fonts must be included), Adobe Illustrator (all fonts must be outlined), or Adobe Photoshop (CMYK or greyscale color mode, no less than 300 dpi). All colors should be defined as CMYK or greyscale. All images should be at least 300 dpi. Files created in any other format will need to be recreated by the MMA; production charges will apply.

## ART

All images supplied must be high resolution EPS, TIFF, or JPG files (no less than 300 dpi) in CMYK color or greyscale. JPEG files and GIF files downloaded from websites are not acceptable for print and cannot be used. The MMA is not responsible for the print quality of graphics that do not meet these requirements.

### Advertising Sales

Jocelyn Cox  
(612) 623-2880  
[jjcox@mnmed.org](mailto:jjcox@mnmed.org)

### Design Services

Ad design services are available at a cost of \$65/hour. Advertisers must approve the proof and any changes before publication



MINNESOTA  
MEDICAL  
ASSOCIATION