

LIVING BIRD Ad Specifications

Living Bird readers appreciate the inclusion of common bird species names with bird images in ads and the prominent display of cities and states in destination ads.

Ad Due Dates

Winter/January: Ads due November 1 (mails early January)

Spring/April: Ads due February 1 (mails late March)

Summer/July: Ads due May 1 (mails late June)

Autumn/October: Ads due August 1 (mails late September)

Contact Ad Manager for ad submission extensions.

Color and Images

Use high-resolution images. Digital photos and scans should be 300 PPI (pixels per inch) for 150 DPI (dots per inch) offset printing on coated stock. Scan photographs at 300 PPI and line art 1200 PPI. Do not use RGB graphics. Images and all color (e.g., photos, text, screens) must be in CMYK format.

Bleeds

The trim size is 8.5 x 11 inches. *Living Bird* prefers a 1/4-inch bleed rather than the standard 1/8-inch bleed. See the following page for more details.

Crop marks

Only use crop marks for bleeds.

Ad files

High-resolution PDF files are required. When exporting PDFs, use the PDF/X-1a:2001 or high-quality print settings (in the compression panel, choose “do not downsample.”) Images and fonts must be embedded (not linked). Please include the advertiser’s name and *Living Bird* issue in your file name, e.g., CompanyXYZ_LB_Win24.

Submit all ads to the Advertising Sales & Marketing Manager electronically: SVL22@cornell.edu.

LIVING BIRD Ad Specifications

Full Page

Trim size: 8.5 x 11 inches

No bleed: 7.06 x 9.5 inches (page number will appear below ad)

No crop marks.

Bleed: 9 x 11.5 inches (1/4-inch bleed)

Live matter for bleed: 8 x 10.5 inches (place logos, text, and images [that don't bleed] within 8 x 10.5 inches)

Use crop marks for full-page bleeds, but not for non-bleeds.

Full Page Spread with Bleed

17.5 x 11.5 inches

Live matter: 16.13 x 10.5 inches (place logos, text, and images [that don't bleed] within 16.13 x 10.5 inches)

Use crop marks.

Two-Thirds Page Vertical

Only available as vertical

4.63 x 9.5 inches

No crop marks.

Half Page Horizontal

Only available as horizontal.

7.06 x 4.63 inches

No crop marks.

Half Page Spread with Bleed

Bleed: 17.5 x 5.75 inches (1/4-inch bleed)

Live matter: 16.13 x 5.13 inches (place logos, text, and images [that don't bleed] within 16.13 x 5.13 inches)

Use crop marks.

Third Page

Vertical: 2.19 x 9.5 inches

Horizontal: 4.63 x 4.63 inches

No crop marks.

Sixth Page Vertical

2.19 x 4.63 inches

No crop marks.