

Mechanical Requirements and Deadlines

TRIM SIZE: 9 X 12; add at least 0.125 on all sides for a full page bleed. Keep all copy 0.5 from trim edges

	Standard Ad Size		Bleed Ads	
	Width	Height	Width	Height
2 Page Spread	16.5	10.5	18.25	12.25
Full Page	7.50	10.5	9.25	12.25
2/3 Page	4.91	10.5	5.77	12.25
½ Page	7.50	4.59	9.50	5.60
1/3 Page	4.91	4.59		
1/3 Vertical	2.32	10.5		
Business Card	3.50	2.25		

For gatefold, inserts and all other special request, please contact us at info@yallahmagazine.com

When sending you ad, please use the following guidelines

1. Preferred file formats: Photoshop, Hi-res PDF and Illustrator. Please contact us if you have any questions about other file formats.
2. Check that the size of your ad to make sure it has the correct dimensions. Make sure to add .125 inches for any area that will bleed in your ad.
3. Make sure that all images including scanned images are at least 300 dpi, CMYK and saved as JPG, TIFF or EPS. Any file compression on your images such as JPG, must be saved at the highest resolution.
4. Flatten your files in Photoshop to avoid image and font issues.

Files sent by email:

1. In subject line, identify the magazine name, issue and client's name the ad is for, for example, YMFALLO9-Carmen Creations AD.
2. Files being sent should also have a recognizable name (preferably the client's name as part of the structure) and an extension, such as .jpg, .tif or .eps.
3. Send ads to jatstyles@gmail.com. We will send an email confirming receipt of your ad.

Files sent by mail:

1. Send all materials for your ad via a traceable courier service to
Yallah Magazine
P.O.Box 811015,
Boca Raton, FL 33481

AD DEADLINES

Spring Issue due in by **February 13**

Fall Issue due in by **August 15**

Summer Issue due in by **May 14**

Winter Issue due in by **November 14**

YALLAH MAGAZINE – www.yallahmagazine.com – 561-929-7421