

QUICK FACT:

If necessary, PMQ's Pizza Magazine provides award-winning design and advertising to clients for a fraction of the cost of independent designers and agencies. Contact your PMQ sales rep today to take advantage of our pizza marketing and design experience!

Please send all CD/DVD artwork to:

PMQ's Pizza Magazine

Attn: Art Department
904 North Lamar, Suite 2
Oxford, MS 38655
662-234-5481 x 124 or x 135
662-234-0655 Fax
art@pmq.com
www.pmq.com
Call for FTP availability.
Color proof requested with digital art.

FOR GRAPHIC INFORMATION

Call 662-234-5481 x 124

CREATIVE DIRECTOR

Stefanie Goodwiller
sgoodwiller@pmq.com
662-234-5481 x 124

Pizza Magazine Mechanical Specifications

MAGAZINE TRIM SIZE: 7.875 inches wide x 10.875 inches tall



Full bleed spread (all 4 sides)

(Live area 15" x 10.375")

16.25" x 11.125"

(41.275cm x 28.2575cm)

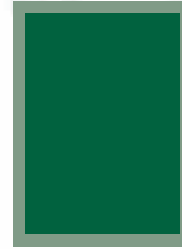


Full bleed page (all 4 sides)

(Live area 7" x 10.375")

8.125" x 11.125"

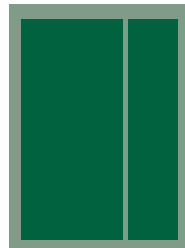
(20.6375cm x 28.2575cm)



Full page

7" x 10"

(17.78cm x 25.4cm)



2/3 page

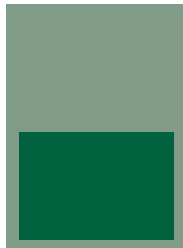
4.625" x 10"

(11.7475cm x 25.4cm)

1/3 page

2.25" x 10"

(5.715cm x 25.4cm)



1/2 page horizontal

7" x 4.875"

(17.78cm x 12.3825cm)



1/2 page island

4.625" x 7.5"

(11.7475cm x 19.05cm)

1/6 page

2.25" x 4.875"

(5.715cm x 12.3825cm)



1/2 page vertical

3.375" x 10"

(8.5725cm x 25.4cm)

1/4 page

3.375" x 4.875"

(8.5725cm x 12.3825cm)

PREFERRED FORMAT

PMQ's Pizza Magazine's preferred ad format is a print-resolution (300 ppi) Adobe Acrobat-compatible PDF file, or an Adobe Photoshop-compatible TIFF file, at a minimum resolution of 300 ppi. No JPEGs, please. Adobe InDesign files are accepted, provided that all linked images and fonts are packaged and included with the digital layout file. QuarkXpress files (Mac or PC version) are accepted, provided that all fonts and images are included with the digital file. Adobe Illustrator .ai and .eps files are also acceptable, provided that fonts are converted to paths, and any raster images used in the layout are sent with the file. Please send your advertisement on a CD or DVD with a color proof to the address shown left, or email to art@pmq.com. **A color proof is requested on all artwork for accuracy.** Advertisements may also be uploaded to PMQ's Pizza Magazine FTP site. Please contact us at 662-234-5481 x 124 or x 135 for FTP uploading information. Floppy disks, film negatives, or any digital format not specified above (including CorelDraw and Microsoft Office products) will be rejected. The design department of PMQ's Pizza Magazine is Macintosh-based.

Information about banner ads and multimedia sponsorships available on facing page.



GRAPHIC CHARGES

Layout, artwork, lettering, typesetting, stats, illustration, or retouching will incur extra charges, as listed below. Prepress charges incurred for stripping, reversing, surprinting, proofing from existing negatives or special inks requested will be passed on to customer. Advertiser will be charged for any additional costs incurred by Publisher if material does not fit Publisher's mechanical specifications. Bind-in cards must have a perforation 1/4 inch from bind.

LAYOUT & DESIGN CHARGES

Full Page Ad: \$200 over ratecard pricing | **All other sizes:** \$100 over ratecard pricing
For advertising campaign advisement and rates, please contact us at **662-234-5481 x 135**

RESOURCE GUIDE

3.5" width. Sold in column inches.