









DIMENSIONS *Note: the trim size of Our State is 8.25" x 10.875"*

	Spread	16.5" x 10.875"		1/2 Page Horizontal	7.25" x 4.8125"
	1/2 Horizontal Spread	16.5" x 5.3125"		1/3 Page Vertical	2.3125" x 10"
	Full Page	8.25" x 10.875"		1/3 Page Box	4.75" x 4.8125"
	1/2 Page Vertical	4.75" x 7.5"		1/6 Page Destinations	2.375" x 4.25"

For ads with bleed (full page and spread ads): Add .125" bleed to all sides. Keep live matter .25" inside trim.
Fractional ads (1/2 page and smaller) do not need a bleed.

FILE SPECIFICATIONS

- **ACCEPTED FILE FORMATS:** PDF/X-1A (preferred) or high-resolution TIFF. Please ensure that all elements are 300 dpi at print size. We cannot accept .jpg / .png files or PDFs created using Canva.
- **COLOR SPACE:** Ads must contain only process (CMYK) colors; no spot colors or RGB / LAB color elements.
- **FONTS:** All fonts must be properly embedded or converted to outlines. We recommend setting type size to 8 points or larger.
- **ADVERTORIAL:** In order to adhere to the American Society of Magazine Editors (ASME) guidelines, we are required to label any advertisement that may be mistaken for editorial content with "Advertisement" centered across the top of the page.
- **PROOFS:** Proofs sent for color accuracy of ads is upon discretion of advertiser. We cannot assume responsibility for ads supplied without a SWOP-certified proof.

PROOF DELIVERY

Our State Magazine
Attn: Beth Jones
800 Green Valley Road, Suite 106
Greensboro, NC 27408

SUBMISSION

- **VIA EMAIL:** ads@ourstate.com
- **WETRANSFER:** If your file is too large to send via email, you can upload it directly to <http://ourstate.wetransfer.com>

DEADLINES

ISSUE	DEADLINE
January	October 27
February	November 27
March	January 5
April	February 2
May	March 1
June	March 29
July	May 3
August	June 7
September	July 5
October	August 2
November	September 6
December	October 4

QUESTIONS?

For questions about materials, deadlines, extensions, and other production-related issues, please contact **Beth Jones**:
bjones@ourstate.com | 743-223-1143