



inches

picas

Full page non-bleed.....	7 x 10	42p6 x 60
2/3 page	4.625 x 10	28 x 60
1/2 page vertical	4.625 x 7.375	28 x 45
1/2 page horizontal	7 x 4.875	42p6 x 29p6
1/3 page vertical.....	2.25 x 10	13p6 x 60
1/3 page square	4.625 x 4.875	28 x 29p6
1/6 page vertical.....	2.25 x 4.875	13½ x 29p6
1/6 page horizontal	4.625 x 2.375	28 x 14p3
1/12 page	2.25 x 2.375	13p6 x 14p3
1-inch restaurant ad.....	2.25 x 1	13p6 x 6

****Do not add a bleed allowance to fractional ads.**

FULL PAGE BLEED inches

Document and Trim Size..... 8.25 x 10.875
 Bleed Size [adds .125" all around]..... 8.5 x 11.125

****Safety margin:**
 Keep all live matter .25" from all four sides.

SPREAD BLEED inches

Document and Trim Size..... 16.5 x 10.875
 Bleed Size [adds .125" all around]..... 16.75 x 11.125

****Safety margin:**
 Keep all live matter .25" from all four sides and gutter area.

CONTACTS

E-mail completed advertising files to readyads@washingtsonian.com.
 For production questions, email Rina Huang at rhuang@washingtsonian.com.
 For any additional questions, contact your *Washingtonian* sales representative.