

WMA Illustrated

Showcasing the Western Hemisphere's rich fighting arts heritage

Ad sizes and shapes

| | |
|---------------------|-----------------------------|
| Full page (w bleed) | 8 3/4" wide by 11 1/4" high |
| 1/2 island | 4 1/2" wide by 7" high |
| 1/2 vertical | 3 1/4" wide by 9 1/4" high |
| 1/2 horizontal | 7" wide by 4 1/2" high |
| 1/3 square | 4 1/2" wide by 4 1/2" high |
| 1/3 vertical | 2 1/8" wide by 9 1/4" high |
| 1/3 horizontal | 7" wide by 3" high |
| 1/4 vertical | 3 1/4" wide by 4 1/2" high |
| 1/4 horizontal | 4 1/2" wide by 3 1/4" high |
| 1/6 vertical | 2 1/8" wide by 4 1/2" high |
| 1/6 horizontal | 4 1/2" wide by 2 1/8" high |

Submitting ad materials

Unless other arrangements are agreed to in advance, ads should be submitted as Macintosh-readable files in TIF, PDF, EPS or JPEG format, converted to CMYK (not RGB). QuarkXPress 4 (Mac) files are also acceptable.

Fonts should be provided for output (both screen and printer fonts) or embedded or converted to outline.

The preferred method of delivery is by e-mail or CD-R.

Please send a laser printout (color preferred) for every ad with the colors marked (C, M, Y, K) and number of plates expected.