

California Journal of Health-System Pharmacy

Advertising specifications for *CJHP:**

- Color ads must be CMYK. No spot color.
- Black and White ads must allow up to 20% dot gain.
- High resolution Adobe Acrobat PDF is preferred.
- High resolution is 300 Dpi or higher
- Live area is defined as image area where no part of the image, type or logo is too close to the trim area and in no danger of being trimmed or cut off in production.

Full Page ad - Bleeds

8.75" x 11.25" includes 0.125" bleeds (four sides)
Live area = 7" x 10"

Full Page ad - No Bleeds

7.5" x 10"

Half Page Horizontal ad - No Bleeds

7.5" x 4.875"

Half Page Vertical ad - No Bleeds

3.625" x 10"

Half Page Horizontal ad - Bleeds

8.75" x 5.375" includes 0.125" bleeds (three sides: sides and bottom)
Live area = 7.5" x 4.875"

Half Page Vertical ad - Bleeds

4.25" x 11.25" includes 0.125" bleeds (three sides: top, bottom and one side)
Live area = 3.625" x 10"

Quarter Page - (Bleed options not offered for 1/4 page ads)

3.625" x 4.875"