

# FNF

## AD SPECS 2012

In order to ensure your ad goes to press with the correct requirements, please help us by following these four steps:

### 1 Layout

Download the appropriate template to design the ad at [ae-engine.com/advertising/adspecs.html](http://ae-engine.com/advertising/adspecs.html). There are five types of ads for FNF magazine (See page 2 for details):

- Two page ad: FNF 2012 Ad 2PG.inx
- One page ad: FNF 2012 Ad 1PG.inx
- Half page ad: FNF 2012 Ad HLF.inx
- Display (horizontal) ad: FNF 2012 Ad DSH.inx
- Display (vertical) ad: FNF 2012 Ad DSV.inx

### 2 Proofing

- Is the ad internally approved by all necessary parties?
- Run a preflight check on the completed design using the profile (AE Engine) embedded in the template.
- Are all of the images high-resolution (at least 300 dpi)?
- Does the design include the required bleed (extend beyond the edges of the page)?
- Are all of the important elements (type, logos, and borders) at least .25" away from the edge of the page?

### 3 Export

Export the original design file as a press-ready PDF. To ensure this is done correctly, install the "AEEngine.joboptions" file and use it to create the PDF. (This file comes packaged with the template file downloaded from our website.)

- Be sure that the name of the PDF you send includes:
  - 1) Your company (or client's) name
  - 2) The magazine title abbreviation (FNF)

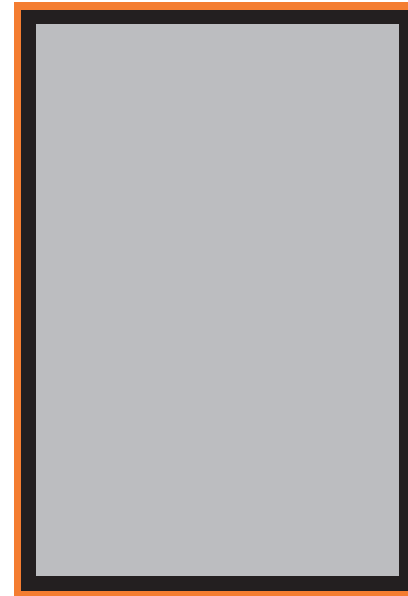
### 4 Ad Submission

- Go to [ae-engine.com/advertising/adupload.html](http://ae-engine.com/advertising/adupload.html)
- If you have any questions about the upload process, please contact Stacey Foster at [sf@ae-engine.com](mailto:sf@ae-engine.com) or 727.209.1753.



**TWO PAGE AD**

- Bleed: .125"
- Document Size:  
W: 20"  
H: 12"
- Live Area:  
W: 19.5"  
H: 11.5"



**ONE PAGE AD**

- Bleed: .125"
- Document Size:  
W: 10"  
H: 12"
- Live Area:  
W: 9.5"  
H: 11.5"



**HALF PAGE AD**

- Bleed: .125"
- Document Size:  
W: 8.3"  
H: 5.1"
- Live Area:  
W: 7.8"  
H: 4.6"



**VERTICAL DISPLAY AD**

- Bleed: .125"
- Document Size:  
W: 2.5"  
H: 10.5"
- Live Area:  
W: 2"  
H: 10"



**HORIZONTAL DISPLAY AD**

- Bleed: .125"
- Document Size:  
W: 8.3"  
H: 2.4"
- Live Area:  
W: 7.8"  
H: 1.9"