

# PBN PRODUCTION REQUIREMENTS



## PRINT REGULAR ISSUE

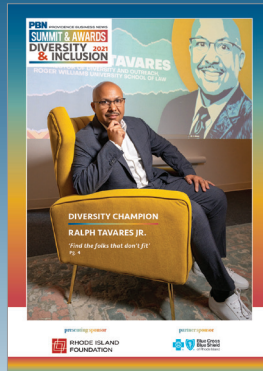
TRIM SIZE: 10.75 X 15 INCHES

AD SIZE	WIDTH	DEPTH
Full page	9.75	13.73
Junior page	7.27	10
1/2 horizontal	9.75	6.34
1/2 vertical	4.79	13.73
1/3 horizontal	9.75	4.28
1/3 vertical	4.79	8.5
1/4	4.79	6.34
1/6	4.79	4.2
1/8	2.31	6.34
2-page spread	20.5	13.73
Junior spread	14.54	10
Strip	9.75	1.25
Front cover strip	6.5	1.25

### Print ads preferred file type: high-resolution PDF

All images must be at 300 dpi, cmyk color mode. Low resolution images from websites are not acceptable for print.

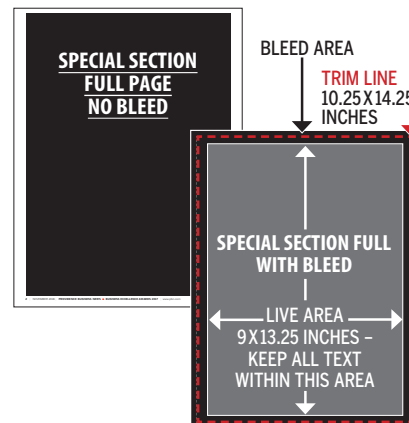
Submit ads via email to your account manager or to Production Director Anne Ewing at [Ewing@PBN.com](mailto:Ewing@PBN.com).



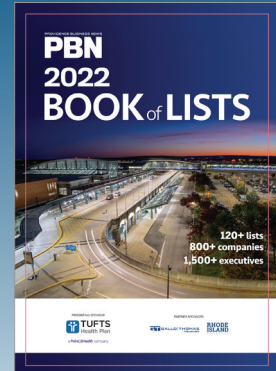
## PRINT SPECIAL SECTION

TRIM SIZE: 10.25 X 14.25 INCHES

FULL PAGE ADS	WIDTH	DEPTH
Full page no bleed	9	13.25
Full page with bleed (see details below)	10.5 (10.25 x 14.25 plus 1/8" bleed on all sides)	14.5
2-page spread no bleed	19	13.25
2-page spread with bleed	21	14.5



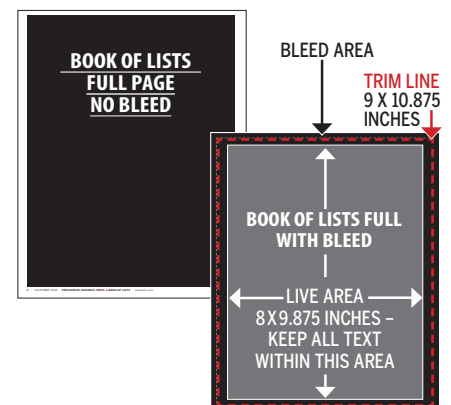
AD SIZE	WIDTH	DEPTH
1/2 horizontal	9	6.5
1/2 vertical	4.41	13.25
1/4	4.41	6.5
Strip	9	1.25



## PRINT BOOK OF LISTS

TRIM SIZE: 9 X 10.875 INCHES

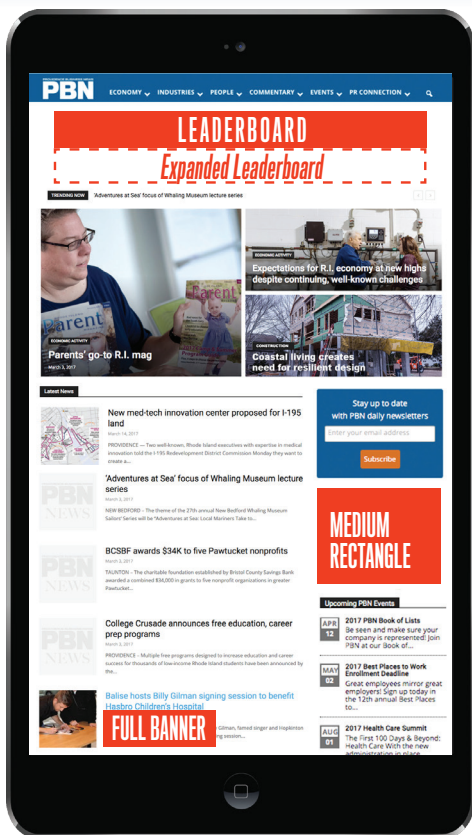
FULL PAGE ADS	WIDTH	DEPTH
Full page no bleed	8.375	10.125
Full page with bleed (see details below)	9.25 (9 x 10.875 plus 1/8" bleed on all sides)	11.125
2-page spread no bleed	17 (text and images should not run across gutter)	10.125
2-page spread with bleed	18.25 (text and images should not run across gutter)	11.125



AD SIZE	WIDTH	DEPTH
1/2 horizontal	8.375	5
1/2 vertical	4.0625	10.125
1/4	4.0625	5
Strip	8.375	1.125

# PBN PRODUCTION REQUIREMENTS

**DIGITAL**  
RUN OF SITE ON PBN.COM



## RUN OF SITE DIGITAL AD SIZES:

*Four ad sizes rotate site-wide.*

*Please provide all four sizes:*

- Leaderboard 728x90 and 970x90 pixels
  - Full Banner 300x100
  - Medium Rectangle 300x250
- Premium Expanded Leaderboard 970x250 (available for additional \$300 per month)
  - Interstitial 550x480 pixels

**DIGITAL**  
FREE E-NEWSLETTERS



## E-NEWSLETTERS DIGITAL AD SIZES:

### Leaderboard ads:

*Please provide both sizes:*  
728x90 pixels  
and 300x100 pixels

### Medium

**rectangle ads:**  
300 x 250 pixels

Note: Third-party ad tags are not compatible with e-newsletter ads.

## Digital ads accepted file type: jpeg, gif, png

Files should be 72 dpi, RGB color mode. Click-through URL must be supplied.

PBN requires 24 hours to test and prepare creative submissions.

**Submit ads via email to your account manager or  
to Production Director Anne Ewing at Ewing@PBN.com.**