

# MI BIZ AD SIZES & SPECIFICATIONS

## DISPLAY AD SIZE DIAGRAM



## PRODUCTION SPECIFICATIONS

- All ad sizes below are non-bleed dimensions
- Adobe PDF format preferred
- Printed on 35 lb. premium newsprint
- Allow for 20% dot gain on press
- Avoid “rich black” – use 100% black instead
- Avoid color type on sizes less than 12 pt.
- Printed using CMYK process colors – RGB, spot and Pantone colors not accepted

Ad Size	Width	Height
Full Page	10.25	12.25
3/4 Page	10.25	9.125
	7.625	12.25
Junior Page	7.625	8.125
Half Page	10.25	6
	5	12.25
1/4 Page	10.25	2.875
	7.625	3.875
	5	6
	2.375	12.25
1/8 Page	5	2.875
	2.375	6
1/16 Page	5	1.3125
	2.375	2.875

\*effective Jan. 1, 2021

\*all sizes specified in inches

# MiBiz®

**Questions?** Call our Production Department at (616) 608-6170 or email us at [graphics@mibiz.com](mailto:graphics@mibiz.com).

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