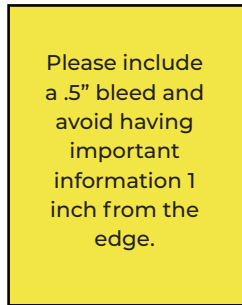
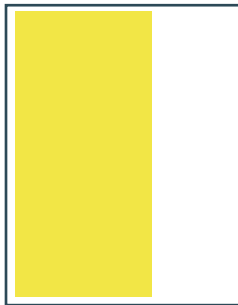


WU Magazine Ad Specs & Best Practices

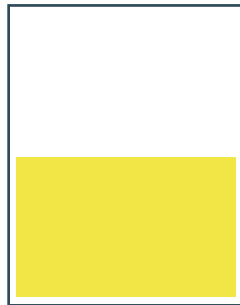
SIZES



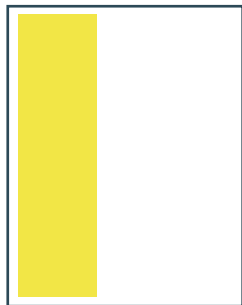
FULL PAGE
8.375" X 10.875"



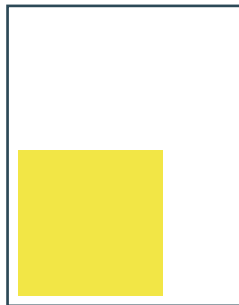
2/3 PAGE
4.875" X 9.875"



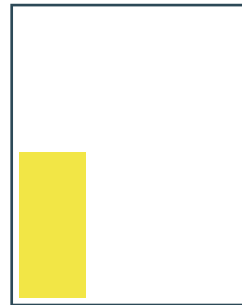
HALF PAGE
7.375" X 4.875"



1/3 VERTICAL
2.375" X 9.875"



1/3 SQUARE
4.875" X 4.875"



1/6 PAGE
2.375" X 4.875"

FILE PREPARATION

- Adobe Acrobat PDF files only
- Optimal setting is PDF/X1A 2001
- Documents should be 100% printed size to avoid loss of resolution due to scaling
- No borders or crop marks please
- Do not create encrypted PDF files or add any security to your files

TEXT

MAKE ALL BLACK TEXT 100% BLACK (not 4-color or rich black)

MINIMUM RECOMMENDED TEXT SIZE

- 7 point for 100% black text
- 14 pt is the minimum size for color type containing more than 2 process colors
- 10 pt bold is the minimum recommended weight for knockout of color text
- 10 pt bold is the minimum recommended weight for reversed text

COLOR & IMAGES

ALL COLOR AND IMAGES MUST BE CMYK

- Any files submitted that use other profiles will be converted to CMYK which will shift the colors.
- Ink Density should not exceed 240%
- Gray areas built using a CMY mix vs. K only can shift in color depending on the balance of the CMY causing a warmer or cooler appearance.

IMAGES MUST BE HIGH RESOLUTION

- Images should be submitted at 300 dpi
- It is recommended that you increase contrast and sharpening

**FULL PAGE ADS ARE FULL BLEED.
EVERYTHING ELSE WILL BE PLACED
INSIDE THE MARGINS OF OUR MAGAZINE.**

WJ Magazine Example Ads (not to scale)

consensus that's often preceded by lengthy debates. For former renters like Kim and Penik, this was definitely an adjustment. "The dedication it takes to steward the land and shared buildings was unexpected," says Kim, adding, "I'd say about 90 percent of the debate at our monthly meetings is about trees."

The inside of the family's house is airy, with an open-plan front room that combines kitchen, dining, and living areas. In the solution, which holds his two's craft table and lodgings for the family's two rabbits, PomPom and Taffy, striking overhead swing lamps—part of the "Cableweaver" series by German design group Blau—emphasize the room's height. The bedrooms that open off the central split-level hall are tall and narrow, each with a sizable loft space, complete with ladder, for living, storage, or both. Kim and Penik recently added a television to theirs. The hot tub is long gone; the couple are currently converting one of the house's decks into a spacious outdoor shower, and are planning to replace the left ladder with stairs. "People in the '90s must have had better balance or something," Kim says.

DIANA KIM'S TOP FIVE

THE OREGON FILM MUSEUM IN ASTORIA
"The Oregon Coast is one of the most special places on earth, and The Gooies is a forever touchstone."

CINEMA 21
"I saw truly transgressive, weird stuff there as a teenager that confuses me to this day."

IRA KELLER FOUNTAIN
The most amazing thing to have in a very desolate, weird part of downtown."

THE PORTLANDIA BUILDING
"My parents operated Cafe Portlandia years ago; I would help during lunch shifts. Michael Graves's ideas seem very misunderstood in that building."

OZONE RECORDS, THE BIG BANG, AND CAPLAN'S SPORTING GOODS
"They're gone now, but I want to shout them out as three incredible downtown stores that shaped my existence as a teenager."

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