

Dear Advertisers: *Assalamu Alaykum*

***Islamic Horizons*** is a magazine that has an objective to serve the community. We, at ***Islamic Horizons***, strive our best to serve the marketing objectives of Muslim entrepreneurs and organizations.

Today, with its 60,000-75,000 per issue distribution, which has an average readership of some 250,000+ per issue, ***Islamic Horizons*** not only reaches a large but also a select slice of the Muslim market. We are constantly expanding and improving the quality of our mailing

We are also stating our specifications to help you produce your advertisements according to our printer's requirements.

Your cooperation can help all of us control costs and ensure in-time publication and distribution.

***Islamic Horizons*** – Your Partner in Service.

**Required file specifications:**

- Page trim size is **8" x 10 7/8"** (8.125 x 10.875 picas). Ads should be prepared for this size. Allow for bleed if required and 1/4" safety zone from all edges.
- Ad sizes:

(Height x Width)

1/4-page Vertical: 4.833" x 3.333" (29 x 20 picas)

1/4-page Horizontal: 3.50" x 4.625" (20.9 x 27.6 picas)

1/6-page Vertical: 4.833" x 2.25" (29 x 13.6 picas)

1/6-page Horizontal: 2.25" x 4.625" (13.9 x 27.6 picas)

1/2-page Vertical: 10.2" x 3.333" (61 x 20 picas)

1/2-page Horizontal: 4.833" x 7.0" (29 x 42 picas)

1/2-page Island: 4.625" x 7.375" (27.9 x 44.3 picas)

1/3-page Vertical: 10.2" x 2.25" (61 x 13.9 picas)

1/3-page Square: 4.625" x 4.833" (27.6 x 29 picas)

- Files should be in QuarkXpress, Photoshop, and/or Illustrator for Mac.
- All fonts should be Type 1 (postscript). TrueType fonts are not accepted.
- Font style menu is not supported (Do **not** make type bold by selecting bold style from the application's Font Style Menu. Select original bold font from the Font Menu).
- All color images should be saved as CMYK in tiff or eps format. No LZW compression.
- Embedded bitmap images in Illustrator files should be in CMYK mode.
- Send a FINAL color proof or B&W laser proof of the ad(s).
- Send ALL ads ONLY to [art@isna.net](mailto:art@isna.net)

Advertiser will be notified if file(s) do not confer to these specs. Any required extra work perform by us will be considered advertiser alterations:

- Alterations/changes/corrections made by designer: **\$75 per hour**

- Alterations/changes/corrections made by Printer: **\$99 per hour**

The ad submission deadlines for the year are:

Jan/Feb issue: November 25th

Mar/Apr issue: January 25th

May/June issue: March 25th

July/Aug issue: May 25th

Sept/Oct issue: July 25th

Nov/Dec issue: September 25th