

Afar Magazine Specs



UNIT	LIVE	TRIM	BLEED
Spread*	16-1/4"w x 10-5/16"h	16-3/4"w x 10-13/16"h	17"w x 11-1/16"h
Full pg*	7-7/8"w x 10-5/16"h	8-3/8"w x 10-13/16"h	8-5/8"w x 11-1/16"h
2/3 pg Vertical**	4-13/16"w x 10-5/16"h	5-1/16"w x 10-13/16"h	5-3/16"w x 11-1/16"h
1/2 pg Horizontal**	7-7/8"w x 4-15/16"h	8-3/8"w x 5-3/8"h	8-5/8"w x 5-1/2"h

*Perfect alignment of type or image across two pages cannot be guaranteed. If boundaries of the ad are not defined by artwork or a rule, publisher may add .30 rule around fractional ad.

**Size requirements in decimals and/or metric are available upon request.

The safety area for spreads with a critical crossover of primary image or type should be 3/8" all around (rather than 1/4") to allow for the possibility of gutter pull out.

SPECIAL AD SIZES

UNIT LIVE TRIM	LIVE	TRIM	BLEED
Cover Flap	3-1/2"w x 10-5/16"h	3-1/2"w x 10-5/16"h	3-1/2"w x 10-5/16"h

Afar Digital Specs

[Click Here](#)
for our full
digital specs

STANDARD DISPLAY AD SPECS

UNIT	UNIT SIZE	DEVICE	FORMATS	MAX SIZE
Mobile Banner	320x50	Mobile	HTML5, JS, JPG, GIF	100KB
Half Page	300x600	Mobile/Desktop/Tablet	HTML5, JS, JPG, GIF	200KB
Medium Rectangle	300x250	Mobile/Desktop/Tablet	HTML5, JS, JPG, GIF	200KB
Leaderboard	728x90	Desktop/Tablet	HTML5, JS, JPG, GIF	200KB
Leaderboard	970x250	Desktop/Tablet	HTML5, JS, JPG, GIF	250KB

SPECIAL UNIT SPECS

UNIT	UNIT SIZE	DEVICE	FORMATS	MAX SIZE
Video Billboard	970x250	Desktop	MP4	10MB
Outstream Video	300x250 (mobile) 640x360 (desktop)	Mobile/Desktop/Tablet	MP4	10MB