

# 2012 STORES Magazine Display Ad Specifications

STORES Media is the publishing group of the National Retail Federation (NRF), the world's largest retail trade association. STORES Media offerings include STORES Magazine (print, digital and mobile versions), STORES Buying Guides, STORES Show Dailies, STORES.org, STORES Weekly, STORES Knowledge Series and STORES Resource Center. STORES products report on the broad spectrum of strategic issues facing senior retail executives, including: retail technology,

supply chain and logistics, credit and payment systems, loss prevention, human resources, online and mobile retailing, communications, marketing, merchandising and other vital store operations. NRF's membership comprises all retail formats and channels of distribution, including chain and independent department, specialty, discount, drug and grocery stores, catalog and Internet retailers and chain restaurants, as well as the industry's key trading partners of retail goods and services.

## Print Ad Specs

1. **Submit all ads as a high-resolution PDF.**
2. **All images contained in the PDF should be CMYK or grayscale (no RGB, spot or Lab colors).**
3. **The PDF should be created as CMYK.**
4. **The PDF should be created at 300 dpi.**
5. **All images contained within the PDF should be created at 300 dpi.**
6. **All line art contained within the PDF should be created at 1200-1800 dpi.**
7. **All transparencies must be flattened within the native file before creating the PDF.**
8. **All fonts must be embedded in the PDF.**
9. **The PDF should be created at 100% of the ad placement in the magazine.**
10. **If the PDF is a full-page ad with bleed, it must be created at the magazine's trim size of 7 7/8" x 10 1/2", allowing for all bleeds to be pulled out 1/8" past the document's edge (for a total size of 8 1/8" X 10 3/4") before creating the PDF.**
11. **Please include crop marks in the PDF.**

Please e-mail all files to [pattersons@nrf.com](mailto:pattersons@nrf.com).  
If the file is too large to email, please burn to a CD and ship to:

Production Department  
STORES Magazine  
325 7th Street, NW  
Suite 1100  
Washington, DC 20004

If you would like to post files to STORES FTP site, please contact Susan Patterson for instructions.

**All materials are due the 10th of the month prior to publication.** For production-related questions and **materials extension requests**, please contact Susan Patterson at [pattersons@nrf.com](mailto:pattersons@nrf.com) or 202/626-8102.

## STORES Ad sizes

AD SIZES	WIDTH	DEPTH
Trim size	7 7/8"	10 1/2"
Full page type size	6 7/8"	10"
Full page bleed size	8 1/8"	10 3/4"
2/3 page	4 3/8"	10"
1/2 page island	4 3/8"	7 1/2"
1/2 page vertical	3 1/4"	10"
1/2 page horizontal	6 7/8"	4 7/8"
1/2 page horizontal bleed	8 1/8"	5 1/2"
1/3 page vertical	2"	10"
1/3 page square	4 3/8"	4 7/8"
1/4 page	3 1/4"	4 7/8"
1/6 page	2"	4 7/8"
Spread type space	14 3/4"	10"
Spread bleed size	16 1/4"	10 3/4"
Spread trim size	15 3/4"	10 1/2"

**Please note that we cannot alter PDFs, so all additions, deletions, copy changes, etc. must be done by the advertiser.**

