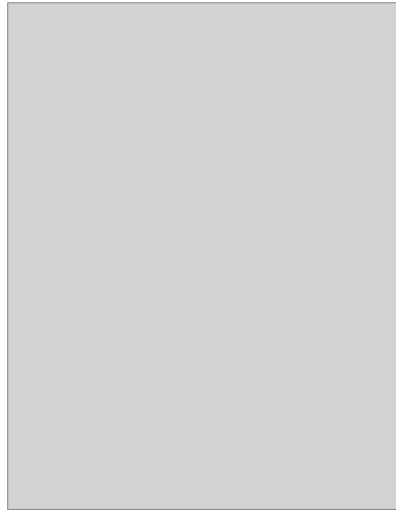
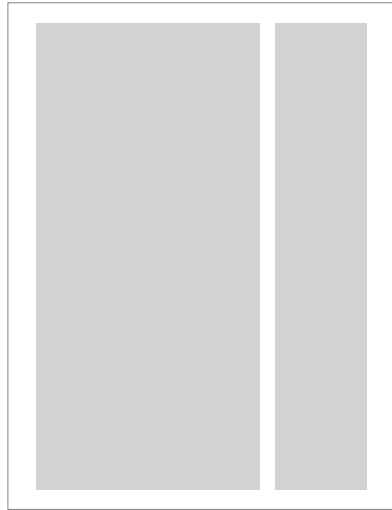


FULL PAGE

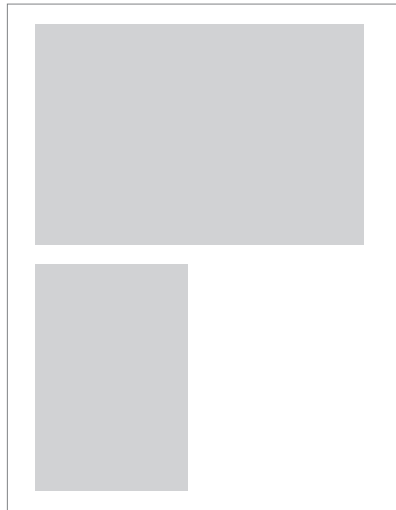


2/3

1/3

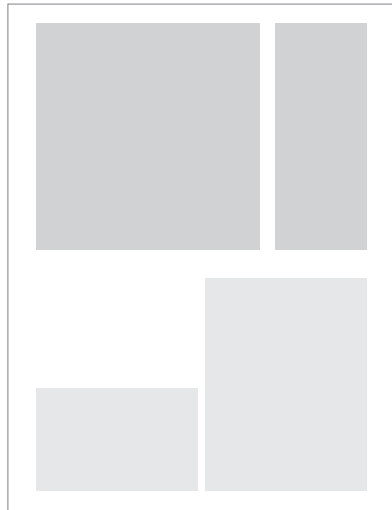


1/2

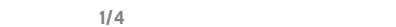


1/3 SQUARE

1/6



1/4



SB1

SB2



Guidelines

What's Up? Media is committed to the accurate reproduction of advertisements. Advertisers are strongly encouraged to submit high-quality materials. Publisher reserves the right to reject materials of inferior quality or to alter incorrectly sized ads. All images must be 300 dpi CMYK. Logos must be vector files. All camera-ready advertisements must be submitted as flattened image files, preferably as optimized PDFs. Files may be submitted via e-mail to the Production Manager at productionmanager@whatsupmag.com. What's Up? Media is not responsible for errors if a proof does not accompany all digitally submitted ads.

Ad Specifications

Full Page

8.375 x 10.875

Please incorporate 0.125" bleed for camera-ready artwork (8.625 x 11.125)

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4.625 x 10

1/3

2.25 x 10

1/2

7.125 x 4.875

1/4

3.375 x 4.875

1/3 Square

4.625 x 4.875

1/6

2.25 x 4.875

Small Business 1

3.5 x 2.25

Small Business 2

3.5 x 4.625

We do not allow the duplication or redistribution of advertisements that are created in-house at What's Up? Media. Please contact us if you have any additional questions about artwork specifications.