

## PRINT AD

### ACCEPTED PRINT READY FILES

Adobe Acrobat PDF files are the preferred file format. All images need to be a minimum of 300 dpi in CMYK and all fonts embedded. All line art should be saved at 1,200 dpi. **PDF files should be generated using PRESS settings.** For all other file types, all elements that are contained in the ad must be included with file on media and be of high resolution, no less than 300 dpi. **All photos and graphics must be set to CMYK.** We are not responsible for color accuracy in files that must be converted from RGB to CMYK.

### ACCEPTED MEDIA

CD, E-mail (less than 10MB), Thumb drive, Dropbox.

### COLOR PROOFS

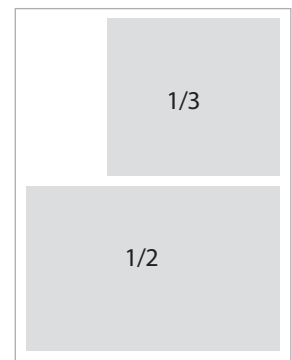
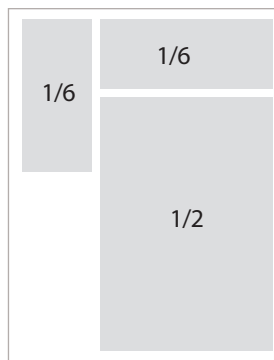
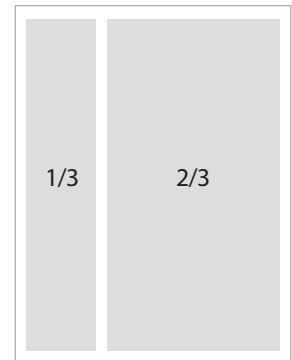
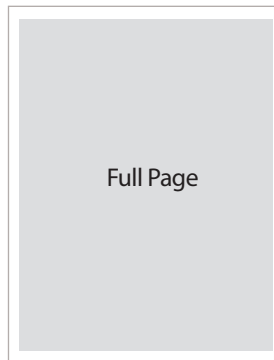
If color accuracy is important, all four-color ads should include a matchprint or equivalent digital color proof. (If an accurate color proof is not provided, publisher will not be responsible for exact color reproduction.)

### PRODUCTION CHANGES

As a service to our clients, we offer creative design and ad production. The basic production fee of \$130 includes two client proofing cycles. Production charges will apply to fix or re-size an existing ad or one that was submitted with flaws.

AD SIZE	WIDTH	HEIGHT
Full Page *	8.375" + .125" bleed	10.875" + .125" bleed
2/3 Page	4.9375"	10"
1/2 Page Vertical 1/2 Page Horizontal	4.9375" 7.5"	7.5" 4.875"
1/3 Page Vertical 1/3 Page Horizontal	2.375" 4.9375"	10" 4.875"
1/6 Page Vertical 1/6 Page Horizontal	2.375" 4.9375"	4.875" 2.3125"

\*Live area 7.5" x 10". The final magazine trim size is 8 3/8" x 10 5/8". All text in ads that bleed must be 3/8" from the final trim.

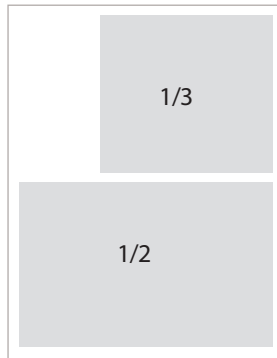
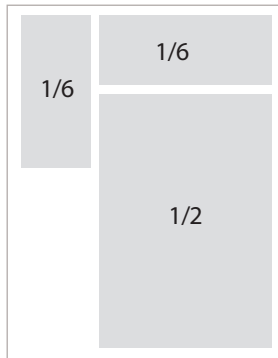
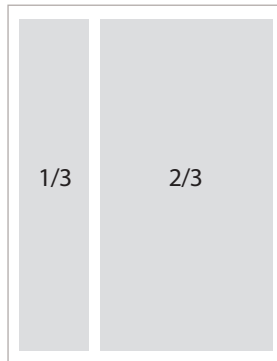
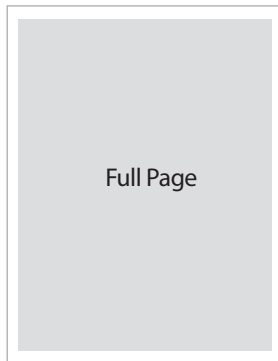


**AD RATES PER ISSUE**

	1-3 ISSUES	4 ISSUES
Full Page	\$750	\$625
2/3 Page	\$625	\$500
1/2 Page (V or H)	\$495	\$425
1/3 Page (V or H)	\$325	\$300
1/6 Page (V or H)	\$225	\$200

**PREMIUM PLACEMENT PER ISSUE**

	1-3 ISSUES	4 ISSUES
Outside Back Cover	\$1100	\$950
Page 1	\$1100	\$950
Inside Front/Back	\$950	\$800



**DATES**

**SPRING**

Ad Deadline: January 26  
 Publishes: March 1  
 (print and digital)

**SUMMER**

Ad Deadline: April 26  
 Publishes: June 1  
 (digital only)

**FALL**

Ad Deadline: July 26  
 Publishes: September 1  
 (print and digital)

**WINTER**

Ad Deadline: October 25  
 Publishes: December 1  
 (digital only)

*Ad deadline dates subject to change.*