

Advertisement Requirements & Specifications

Ad reservations are due six weeks prior to publication.

Artwork is due by the end of the month prior to publication.

Ads will be accepted in InDesign, Illustrator or Photoshop formats. (Please include all fonts, photos and graphics.)

EPS, TIFF and press-ready PDF files also acceptable. Files should be GREYSKALE, and a minimum of 300 dpi at the print size of the ad.

If you cannot provide an ad, we can help. (Special charges may apply at a rate of \$75 per hour)

PUBLICATION SCHEDULE

PUB DATE	ISSUE
2/1	JAN/FEB
4/1	MAR/APRIL
6/1	MAY/JUNE
8/1	JULY/AUG
10/1	SEPT/OCT
11/1	NOV/DEC

Net Ad Rates (per insertion)

BACK COVER	FULL PAGE	JUNIOR PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE	BUSINESS CARD
1 Issue	\$1,475	\$1,234	\$713	\$456	\$189	\$95
3 Issues	\$1,327	\$1,111	\$642	\$410	\$170	\$86
6 Issues	\$1,180	\$987	\$570	\$365	\$151	\$76

Ad Specifications

Trim 11" x 17"

Full page

10" wide x 16" high,
11.325 x 17.3.25 with bleed

Junior page

7.5" wide x 11" high

Half page

10" wide x 8" high

Half page vertical

5" wide x 16" high

Quarter page

5" wide x 8" high

Eighth page

5" wide x 4" high

Business card

3.5" wide x 2" high

