

General Advertising Rates & Specifications

Refer to the
next page
for print ad
requirements

Full Page

1x	\$8,340
2x	\$7,920
4x	\$7,500

Full page
7.75"W x 10.5"H
Spreads
15.5"W x 10.5"H
Add .125" bleed to
all sides (No Marks in
Bleed – See Below)
Live copy no less
than .25" from trims

1/2 Page

1x	\$5,150
2x	\$4,890
4x	\$4,640

**1/2 Page
Horizontal**
6.875"W x 4.625"H

1/6 Page

1x	\$1,820
2x	\$1,740
4x	\$1,660

**1/6 Page
Vertical**
2.125"W
x 4.625"H

2/3 Page

1x	\$6,250
2x	\$5,940
4x	\$5,620

**2/3 Page
Vertical**
4.5"W x
9.5"H

1/3 Page

1x	\$3,090
2x	\$2,930
4x	\$1,740

**1/3 Page
Square**
4.5"W
x 4.625"H
**1/3 Page
Vertical**
2.125"W
x 9.5"H



Ad Dates & Requirements



AD CLOSE DATES

Jan/Feb/Mar

Space Close:
11/3/2025

Materials Due:
11/10/2025

In-Home Date:
12/27/2025

Apr/May/Jun

Space Close:
2/2/2026

Materials Due:
2/9/2026

In-Home Date:
3/24/2026

Jul/Aug/Sep

Space Close:
5/1/2026

Materials Due:
5/8/2026

In-Home Date:
6/23/2026

Oct/Nov/Dec

Space Close:
8/3/2026

Materials Due:
8/10/2026

In-Home Date:
9/23/2026

PRINT AD REQUIREMENTS

- Ads must be submitted as a PDF/X1a*
- File must be flattened prior to saving as a PDF/X1a*
- File must be high resolution (300 dpi)*
- CMYK or grayscale (no spot colors, RGB, LAB, or ICC color profiles) with a maximum density of 300*
- Fonts should be embedded*
- Trim, bleed and center marks must be 4color Registration*
- All marks including (trim, center, and color bars) must be outside of the bleed area with offset at .1667 inch*

*All print ads must be uploaded to
<https://acepubs.sendmyad.com>*

Please be sure that your advertisement is created to specifications prior to uploading. Your first upload on <https://acepubs.sendmyad.com> is FREE. Additional ad uploads may incur additional production charges.

Production questions? Jessica Cabading • 714-885-2392 • cabading.jessica@ace.aaa.com