

# General Advertising Rates & Specifications

Refer to the  
next page  
for print ad  
requirements

## Full Page

1x	\$18,450
2x	\$17,520
4x	\$16,640

**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	\$11,060
2x	\$10,520
4x	\$9,980

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

## 1/6 Page

1x	\$3,690
2x	\$3,500
4x	\$3,320

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

## 2/3 Page

1x	\$12,900
2x	\$12,270
4x	\$11,650

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

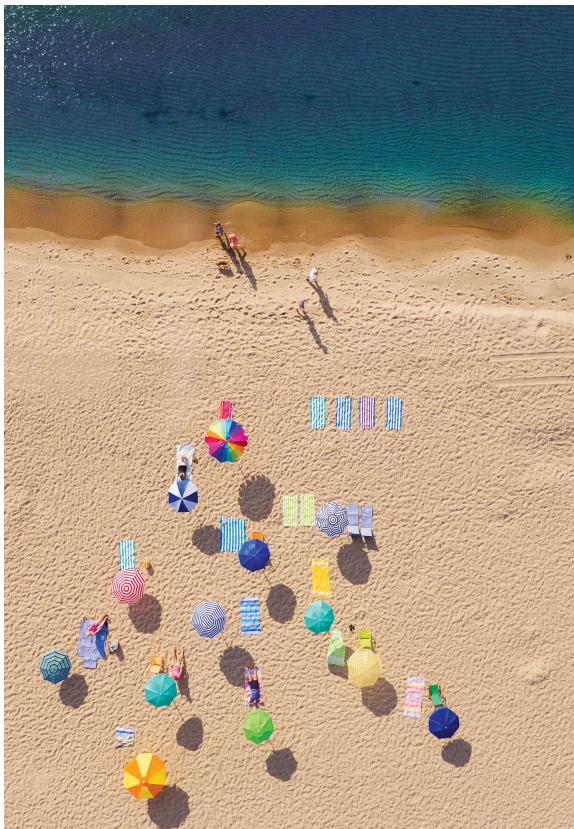
## 1/3 Page

1x	\$7,370
2x	\$7,010
4x	\$6,660

**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:*  
12/1/2025

*Materials Due:*  
12/8/2025

*In-Home Date:*  
1/24/2026

#### Apr/May/Jun

*Space Close:*  
3/2/2026

*Materials Due:*  
3/9/2025

*In-Home Date:*  
4/23/2026

#### Jul/Aug/Sep

*Space Close:*  
5/26/2026

*Materials Due:*  
6/2/2026

*In-Home Date:*  
7/23/2026

#### Oct/Nov/Dec

*Space Close:*  
9/1/2026

*Materials Due:*  
9/9/2026

*In-Home Date:*  
10/24/2026

### 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.*