

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

<u>Jan/Feb/Mar</u>	<u>Apr/May/Jun</u>	<u>Jul/Aug/Sep</u>	<u>Oct/Nov/Dec</u>
Space Close: 12/1/2025	Space Close: 3/2/2026	Space Close: 5/26/2026	Space Close: 9/1/2026
Materials Due: 12/8/2025	Materials Due: 3/9/2025	Materials Due: 6/2/2026	Materials Due: 9/9/2026
In-Home Date: 1/24/2026	In-Home Date: 4/23/2026	In-Home Date: 7/23/2026	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.

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