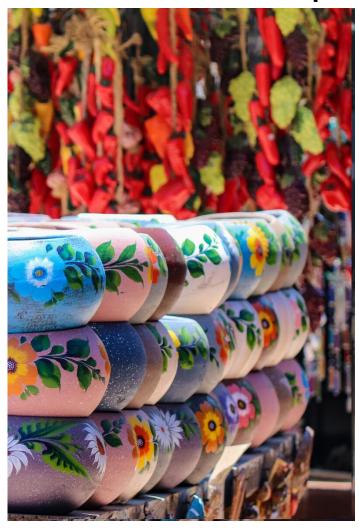
# Ad Dates & Requirements



#### **AD CLOSE DATES**

### Jan/Feb/Mar

Space Close:

11/1/2024

Materials Due: 11/8/2024

In-Home Date: 12/27/2024

### Apr/May/Jun

Space Close:

2/3/2025

Materials Due: 2/10/2025

In-Home Date: 3/24/2025

## Jul/Aug/Sep

Space Close:

5/1/2025

Materials Due:

5/8/2025

In-Home Date: 6/23/2025

#### Oct/Nov/Dec

Space Close:

8/1/2025

Materials Due:

8/8/2025

*In-Home Date:* 9/23/2025

#### 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 imbedded
- 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 <a href="https://acepubs.sendmyad.com">https://acepubs.sendmyad.com</a> is FREE. Additional ad uploads may incur additional production charges.

Production questions? Contact Lorraine McCraw • 714-885-2383 • mccraw.lorraine@ace.aaa.com