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for print ad  
requirements

# General Advertising Rates & Specifications

## Full Page

1x	\$23,220
2x	\$21,820
4x	\$20,710

**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	\$14,510
2x	\$13,640
4x	\$12,960

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

## 1/6 Page

1x	\$5,120
2x	\$4,820
4x	\$4,580

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

## 2/3 Page

1x	\$17,390
2x	\$16,340
4x	\$15,520

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

## 1/3 Page

1x	\$8,700
2x	\$8,170
4x	\$7,760

**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: 11/3/2025	Space Close: 2/2/2026	Space Close: 5/1/2026	Space Close: 8/3/2026
Materials Due: 11/10/2025	Materials Due: 2/9/2026	Materials Due: 5/8/2026	Materials Due: 8/10/2026
In-Home Date: 12/27/2025	In-Home Date: 3/24/2026	In-Home Date: 6/23/2026	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](mailto:cabading.jessica@ace.aaa.com)