

Circulation: 1,233,000 | Audience: 2,466,000

General Advertising Rates

Rate Card #28
 Effective January 2024
 All rates are gross

Ad Size	1x	2x	4x
Full Page	\$ 21,880	\$ 20,560	\$ 19,520
2/3 Page	16,390	15,400	14,630
1/2 Page	13,680	12,850	12,210
1/3 Page	8,200	7,700	7,310
1/6 Page	4,830	4,540	4,320



Ad Sizes

<p>Full page 7.75"W x 10.5"H</p> <p>Spreads 15.5"W x 10.5"H</p> <p>Add .125" bleed to all sides</p> <p>Live copy no less than .25" from trims</p>	<p>2/3 Page Vertical 4.5"W x 9.5"H</p>	<p>1/2 Page Horizontal 6.875"W x 4.625"H</p>	<p>1/3 Page Square 4.5"W x 4.625"H</p> <p>1/3 Page Vertical 2.125"W x 9.5"H</p>	<p>1/6 Page Vertical 2.125"W x 4.625"H</p>
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Print Ad Requirements

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

- Downloadable InDesign ad templates available at <https://acepubs.sendmyad.com>
- 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
- All marks including trim, bleed, center and color bars should be included in all colors and outside of the bleed area with offset at .1667 inch

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? Contact: **Jessica Cabading** • 714-885-2392 • cabading.jessica@aaa-calif.com