

Refer to the next page for print ad requirements

General Advertising Rates & Specifications

Full Page

- 1x - \$22,540
- 2x - \$21,180
- 4x - \$20,110

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 - \$14,090
- 2x - \$13,240
- 4x - \$12,580

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

1/6 Page

- 1x - \$4,970
- 2x - \$4,680
- 4x - \$4,450

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

2/3 Page

- 1x - \$16,880
- 2x - \$15,860
- 4x - \$15,070

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

1/3 Page

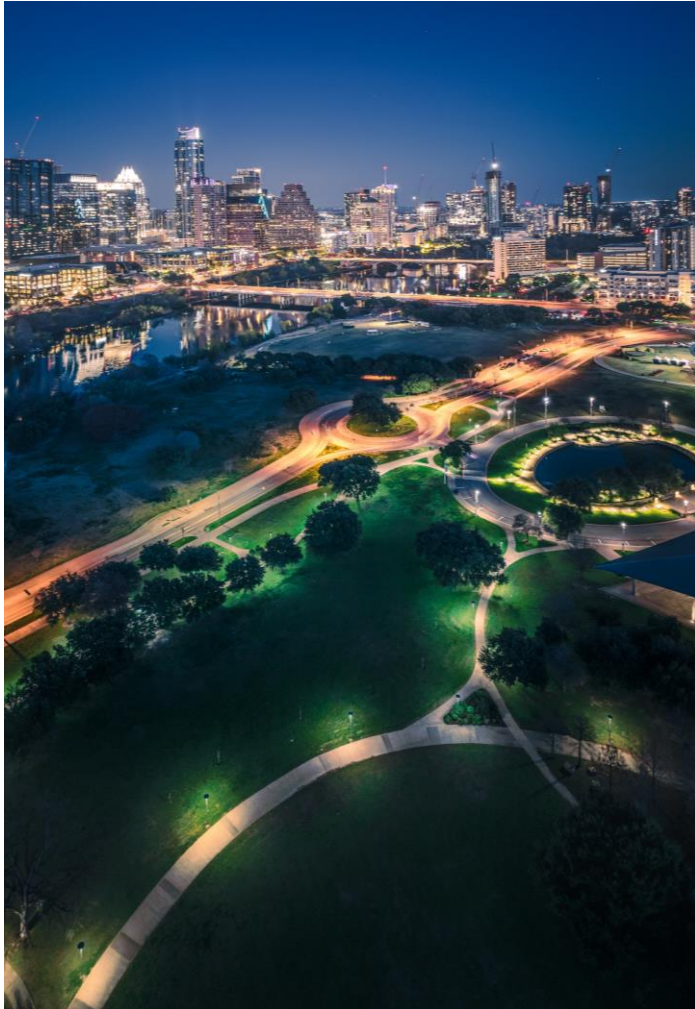
- 1x - \$8,450
- 2x - \$7,930
- 4x - \$7,530

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:
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 <https://acepubs.sendmyad.com> is FREE. Additional ad uploads may incur additional production charges.