

General Advertising Rates & Specifications

Refer to the next page for print ad requirements

Full Page

1x	\$66,580
2x	\$62,590
4x	\$60,580

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	\$35,980
2x	\$33,490
4x	\$32,740

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



2/3 Page

1x	\$47,940
2x	\$44,610
4x	\$43,610

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

1/3 Page

1x	\$24,130
2x	\$22,480
4x	\$21,960

1/3 Page Square
4.5"W x 4.625"H

1/3 Page Vertical
2.125"W x 9.5"H

1/6 Page

1x	\$12,330
2x	\$11,470
4x	\$11,220

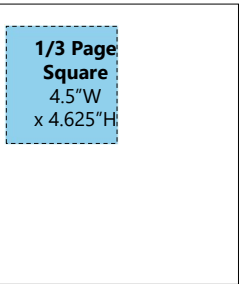
1/6 Page Vertical
2.125"W x 4.625"H

Travel Guide Advertising Rates & Sizes

1/3 Page

4C

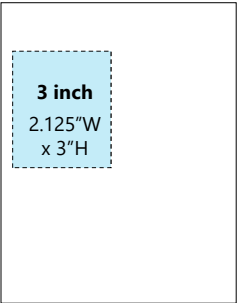
1x	\$14,570
2x	\$13,430
4x	\$13,010



3 inch

4C

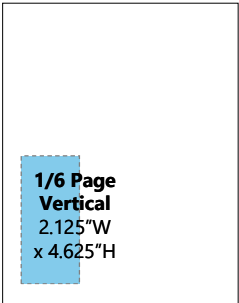
1x	\$4,970
2x	\$4,590
4x	\$4,440



1/6 Page

4C

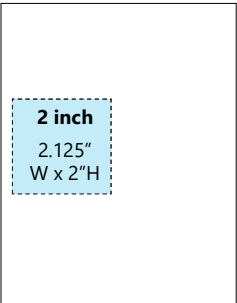
1x	\$7,210
2x	\$6,640
4x	\$6,430



2 inch

4C

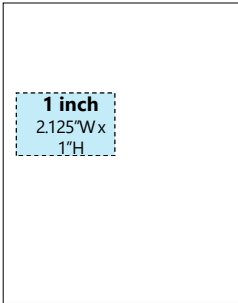
1x	\$3,360
2x	\$3,100
4x	\$3,000



1 inch

4C

1x	\$1,730
2x	\$1,600
4x	\$1,550



Print Ad Dates & Requirements



AD CLOSE DATES

<u>Feb/Mar/Apr</u>	<u>May/Jun/Jul</u>	<u>Aug/Sep/Oct</u>	<u>Nov/Dec/Jan</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: 3/9/2026	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? Contact Lorraine McCraw • 714-885-2383 • mccraw.lorraine@ace.aaa.com