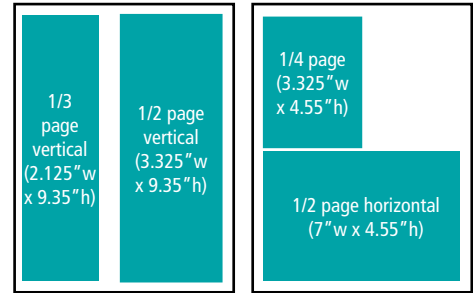


# ADDITUDE PRINT ADVERTISING SPECIFICATIONS

AD SIZE	DIMENSIONS
full page	live: 7.5" x 10", trim: 8" x 10.5" bleed (full page only): 8.25" x 10.75"
1/2 page horizontal	7" x 4.55"
1/2 page vertical	3.325" x 9.35"
1/4 page	3.325" x 4.55"
1/3 page vertical	2.125" x 9.35"



- ADDitude is printed on 50 lb. coated stock and saddle stitched.
- Ads are accepted in Adobe PDF (preferred format), InDesign, Adobe Illustrator, or Adobe Photoshop. Ads created in other programs must be converted to a PDF (preferred format), EPS, or TIFF file format at 300 dpi. Images with resolutions lower than 300 dpi will result in poor reproduction in both the print and digital editions. This includes bitmap images digitally adjusted to 300 dpi from a lower resolution file.
- Please include all fonts and images with ads not submitted in PDF. Images must be at least 300 dpi. A \$75 production charge may be applied to ads that are not ready to place and print, missing fonts or raw files, or sized incorrectly.
- No PMS (Pantone) colors may be used. Accepted colors are CMYK: Cyan(C), Magenta(M), Yellow(Y), and Black(K).
- ADDitude designers are available at cost to design ads for new advertisers. Rates are \$75 per hour plus \$30 per scan. Please contact the Advertising Coordinator to discuss this option.
- Ad materials and ad changes must be received by the advertising materials date (see schedule below) or the previous issue's ad will be published.
- Minor text changes can be made to existing ads in digital format at \$75 per hour. We cannot make changes to ads originally sent in PDF, EPS, or TIFF formats.

## ADDITIONAL ADVERTISING NOTES

- Invoices, advertiser tear sheets, and complimentary copies will be mailed on publication. Terms are net 30 days with the exception of first-time and ADDitude Professional Directory advertising, for which prepayment is required.
- Cancellation of reserved advertising space is accepted only if notice is received by each issue's space reservation date. If cancellation of an advertising contract changes the frequency discount to which an advertiser is entitled for advertising that has run previously during the contract period, the higher cost of previously run advertising will be billed to the advertiser.
- Paid advertisers receive a tear sheet of their advertisement.

## ADVERTISING DEADLINES

Issue	Space Reservation Due	Ad Material Due	Publication Date
Winter 2020	9/02/2020	9/30/2020	11/03/2020
Spring 2021	12/04/2020	12/21/2020	2/02/2021
Summer 2021	3/04/2021	4/01/2021	5/04/2021
Fall 2021	6/03/2021	6/30/2021	8/03/2021
Winter 2021	9/02/2021	9/30/2021	11/02/2021

**Ads received after the deadline will be placed in the next available issue.**