

**AD SIZES AND SPECIFICATIONS**

**Ad Close Dates**

2019 Issue	Space Close	Materials Due	First Possible In Home Date
Jan/Feb	10/22/2018	10/29/2018	12/20/2018
Mar/Apr	12/28/2018	1/4/2019	2/22/2019
May/June	2/8/2019	2/15/2019	4/15/2019
Jul/Aug	4/26/2019	5/3/2019	6/21/2019
Sep/Oct	6/28/2019	7/5/2019	8/23/2019
Nov/Dec	8/30/2019	9/6/2019	10/25/2019

*May/June deadlines accommodate early mail/in-home dates*

**Ad Sizes**

**Full page**  
7.75"W x 10.5"H

**Spreads**  
15.5"W x 10.5"H

Add .125" bleed to all sides

Live copy no less than .25" from trims

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

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

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

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

**Travel Directory**  
2.125"W x 2, 3 or 4"H

**1/6 Page Vertical**  
2.125"W x 4.75"H

**Print Ad Requirements**

**All print ads must be uploaded to <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 imbedded
  - 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: **Deb Reinhardt** • 314-523-7350 • [reinhardt.deborah@aaamissouri.com](mailto:reinhardt.deborah@aaamissouri.com)