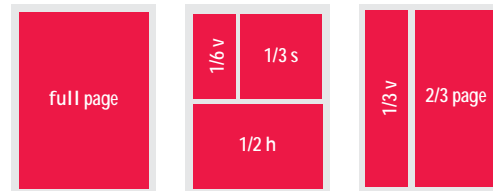


# Home & Away Specifications and Material Closings

| Ad Sizes                | Live Area (WxH) | Trim Size (WxH) | Bleed (WxH)     |
|-------------------------|-----------------|-----------------|-----------------|
| 2 Page Spread           | 15" x 9.625"    | 15.75" x 10.5"  | 16" x 10.75"    |
| Full Page               | 7" x 9.625"     | 7.875" x 10.5"  | 8.125" x 10.75" |
| 2/3 Page with Bleed     | 4.375" x 9.625" | 5.125" x 10.5"  | 5.375" x 10.75" |
| 2/3 Page without Bleed  | 4.625" x 9.625" |                 |                 |
| 1/2 Horizontal          | 7" x 4.75"      | 7.875" x 5.25"  | 8.125" x 5.5"   |
| 1/3 Square              | 4.625" x 4.75"  |                 |                 |
| 1/3 Vertical            | 2.25" x 9.625"  |                 |                 |
| 1/6 Vertical            | 2.25" x 4.75"   |                 |                 |
| <b>Travel Directory</b> |                 |                 |                 |
| 1 inch                  | 2.25" x 1"      |                 |                 |
| 2 inch                  | 2.25" x 2"      |                 |                 |
| 3 inch                  | 2.25" x 3"      |                 |                 |
| 4 inch                  | 2.25" x 4"      |                 |                 |



## JANUARY/FEBRUARY

Reserve Space By Oct. 27, 2017  
Materials Due By Nov. 3, 2017  
In home Jan. 2, 2018

## MARCH/APRIL

Reserve Space By Dec. 22, 2017  
Materials Due By Jan. 5, 2018  
In home March 1, 2018

## MAY/JUNE

Reserve Space By Feb. 27, 2018  
Materials Due By March 6, 2018  
In home May 1, 2018

## JULY/AUGUST

Reserve Space By April 27, 2018  
Materials Due By May 4, 2018  
In home July 2, 2018

## SEPTEMBER/OCTOBER

Reserve Space By June 28, 2018  
Materials Due By July 6, 2018  
In home Sept. 4, 2018

## NOVEMBER/DECEMBER

Reserve Space By Aug. 29, 2018  
Materials Due By Sept. 6, 2018  
In home Nov. 1, 2018

## AD POLICIES

### Cancellation

Cancellations will not be accepted by the publisher after the closing date. Cancellation must be in writing.

### Commissions/Credit

Agency Commission: 15 percent Net in 30 days. First-time advertisers required to pay in advance. Publisher reserves the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

### Reader Service

Available to all advertisers. Insertions received after closing date may not receive a listing.

### Inserts

Rates quoted on request.

### Advertising Acceptance

The publisher reserves the right to accept or decline any advertising. The advertiser assumes liability for all advertising content (including text, representations and illustrations of advertising printed) and also assumes responsibility for any claims arising thereof made against the publisher. Any advertisement that simulates editorial content will be labeled as advertisements. When a change in copy is not received by the material due date, copy run in the previous issue will be inserted. Late fees may be assessed for copy received after the due date. Publication of an advertisement demonstrates acceptance by the publisher. Prior to publication, there is no obligation or liability upon the publisher. No credit for positioning unless agreed to in writing.

## AD SPECIFICATIONS

### Mechanicals

Printing Process: Web Offset  
Trim Size: 7.875" x 10.5"  
Binding: Saddle-stitched (jogged to the head)

### Supported Software

- PDF files must be PDF/X-1a
- QuarkXpress
- Adobe Creative Cloud

### Fonts

- Always use real typeface. Do not use application to apply styles (i.e., bold, italic, outline, shadow, underline)
  - Black type should be 100% black
- ### File Requirements
- High resolution of 300 dpi
  - LPI is 150
  - Maximum ink density is 280%
  - Four color process, CMYK

## DELIVERY OPTIONS

### Email Delivery

Email to: [ads@haMediaGroup.com](mailto:ads@haMediaGroup.com)

-OR-

### Upload Instructions

<http://ads.haMediaGroup.com>

Advertising specifications can also be found at [www.haMediaGroup.com/ratecards](http://www.haMediaGroup.com/ratecards)  
For additional information, call 402.592.5000 ext. 294 or ext. 456

# Home & Away

AAA members travel **more**, stay **longer** and spend **more**.