

Circulation: 608,385 | Audience: 1,581,801

Print Advertising Specifications

Ad Close Dates

2018 Issue	Space Close	Materials Due	First Possible In Home Date
Jan/Feb	10/27/17	11/3/17	12/28/17
Mar/Apr	1/5/18	1/12/18	3/1/18
May/June	2/16/18	2/23/18	4/12/18*
July/Aug	5/4/18	5/11/18	6/29/18
Sep/Oct	7/6/18	7/13/18	8/31/18
Nov/Dec	9/7/18	9/14/18	11/2/18

*Issue mails early. Must be in-home by mid-April.



Ad Sizes

Full Page & Spreads

2/3 Page

1/2 Page

1/3 Page

1/6 Page

<p>Full page 7.875"W x 10.5"H</p> <p>Spreads 15.75"W x 10.5"H</p> <p>Add .125" bleed to all sides.</p> <p>Live copy no less than .25" from trims.</p>	<p>Vertical 4.625"W x 9.5"H</p>	<p>Horizontal 7"W x 4.75"H</p>	<p>Square 4.625"W x 4.75"H</p> <p>Vertical 2.25"W x 9.5"H</p>	<p>Vertical 2.25"W x 4.75"H</p>
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Digital Ad Requirements

Upload compressed or zipped files to <http://ads.haMediaGroup.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
- Smaller files can be emailed to ads@haMediaGroup.com

Production questions? Contact: **HA Media Group** • 402-592-5000 ext. 294 or ext. 456