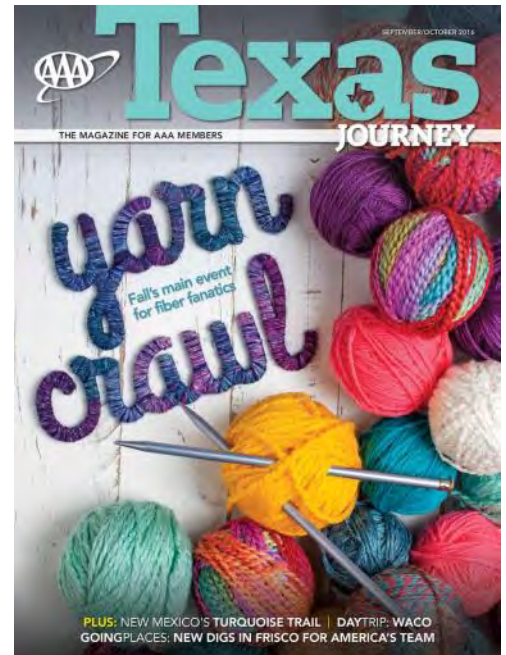


**Print Advertising Specifications**

**Ad Close Dates**

2017 Issue	Space Close	Materials Due	First Possible In Home Date
Jan/Feb	11/1/2016	11/8/2016	12/20/2016
Mar/Apr	1/4/2017	1/11/2017	2/21/2017
May/June	3/3/2017	3/10/2017	4/21/2017
Jul/Aug	5/1/2017	5/8/2017	6/22/2017
Sep/Oct	7/3/2017	7/10/2017	8/23/2017
Nov/Dec	9/1/2017	9/8/2017	10/23/2017



**Ad Sizes**

**Full Page & Spreads**

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

**Spreads**  
15.75"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

**Vertical**  
2.125"W x 9.5"H

**1/6 Page**

**Vertical**  
2.125"W x 4.625"H

**Digital Ad Requirements**

All 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: **Miriam Moritz** • 714-885-2392 • [mortiz.miriam@aaa-calif.com](mailto:mortiz.miriam@aaa-calif.com)

