

ADDITUDE 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	6.85" 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 40 lb. coated stock and saddle stitched.
- Ads are accepted in Adobe PDF (preferred format), Quark Xpress, InDesign, Adobe Illustrator, or Adobe Photoshop. Ads created in other programs (e.g. Pagemaker or Publisher) must be converted to a PDF (preferred format), EPS, or TIFF file format at 300 dpi. Lower resolution images 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.
- All ads must be accompanied by a printed hard copy; fourcolor ads must be accompanied by a hard copy proof; 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 Adducted 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 previously run advertising in 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 date	Space Reservation	Ad Materials Due
Spring	Dec. 3, 2013	Dec. 20, 2013
Summer	Mar. 4, 2014	Mar. 28, 2014
Fall	Jun. 4, 2014	Jun. 27, 2014
Winter	Sep. 3, 2014	Oct. 10, 2014

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