

Circulation Media: Digital Edition Specs & Closing Dates

Requirements

1. **PDF files are the preferred file format.**
Native file applications (such as Quark, InDesign, Photoshop, Illustrator) are not accepted.
2. All images should be 72 dpi.
3. Embed all fonts into your pdf.
4. Ad Copy on all full page and cover ads should be at least 0.5" from gutter and 0.25" from top, bottom and face.
5. One ad per PDF. Do not combine several ads on one page, or multiple pages in the PDF file.
6. Please do not use special characters in file name.

Covers

1. **Cover ads** should be RGB.
2. Crop marks should be included on covers (crop marks should be offset 0.25" from trim).

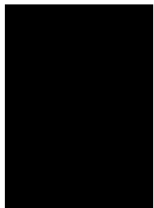
ROP Ads

1. All **photos and graphics** must be **B&W**.
2. ROP ads should not have crop marks.

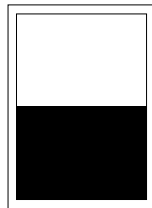
Ads that are not acceptable will be returned to the advertiser for correction.

Questions? Call Kate Hellmann at 847-268-1594 or email: kate.hellmann@kantarmedia.com

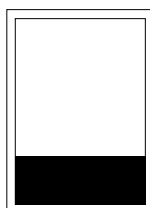
ROP Ads



FULL PAGE (30")
8.75" x 11.375"



1/2 PAGE (15")
7" x 5"



1/4 PAGE (7.5")
7" x 2.5"

Covers (1-4)

First Cover: 6.375" x 11.375"

Covers 2-4: 8.75" x 11.375"

Issue	Advertising Closing Date	Materials Due Date	Release Date
2015	September 11, 2015	September 25, 2015	November, 2015