

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

**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.

**Vertical**  
4.625"W x 9.5"H

**Horizontal**  
7"W x 4.75"H

**Square**  
4.625"W x 4.75"H

**Vertical**  
2.25"W x 9.5"H

**Vertical**  
2.25"W x 4.75"H

### 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](mailto:ads@haMediaGroup.com)

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