special needs

a resource guide

fall / winter 2016

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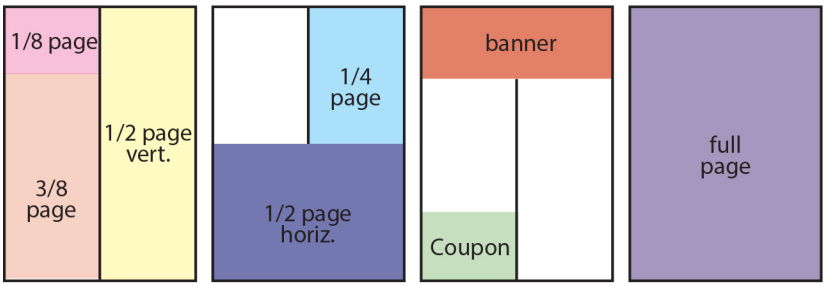
a full color publication with a glossy cover!

Rates, Sizes & Specifications



If you plan to create/send your ad/images, they must conform to the following specifications:

Please send your file as high-resolution acrobat PDF or EPS file. Please frame your ad.
Make sure pictures are embedded. Please include fonts or create outlined type.
Images preferably in PDF, PSD, EPS, TIF or high resolution JPG/JPEG format, CMYK images.
Images must be large, of high quality and meet or exceed 5" x 5" at 300dpi.
Preferably no scanned images or photo of printed images, NO WEB IMAGES.
Preferred programs are CS6(InDesign, Photoshop or Illustrator.)
3 changes allowed for ad design – a $50/hour graphic service fee will be applied after that.
Follow these guidelines for the best quality production of your ad.

Ad Sizes - Final Booklet Size is 5.875"w x 10.25"h

1/8 and Coupon are 2.375"w x 2"h
1/4 is 2.375"w x 4.25"
Banner is 5.0625"w x 2"h
3/8 is 2.375"w x 6.5"h
1/2 horizontal is 5.0625"w x 4.25"h
1/2 vertical is 2.374"w x 8.75"h
Full Page is 5.0625"w x 8.75"h
trim is 5.875"w x 10.25"h (bleed is 6"w x 10.5"h)
Bleed Live Area is 5.0625"w x 8.75"h

Inside Front or Inside Back Cover
Full Page is 5.125"w x 9.5"h
trim is 5.875"w x 10.25"h (bleed is 6"w x 10.5"h)
Bleed Live Area is 5.125"w x 9.5"h

Back Cover
Full Page is 5.125"w x 9.5"h
trim is 5.875"w x 10.25"h (bleed is 6"w x 10.5"h)
Bleed Live Area is 5.125"w x 9.5"h

Deadlines

Space Reservation: **October 24th** Materials Due: **October 28th** Distribution: **November 10th, 2016**

We accept:

If files are over 5 MB, please place file on our ftp site (call for details) or ship cd/dvd to the address below. If files are under 5 MB, e-mail a compressed file (.sit or .sea), to **ads@familytimemagazine.com.**

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