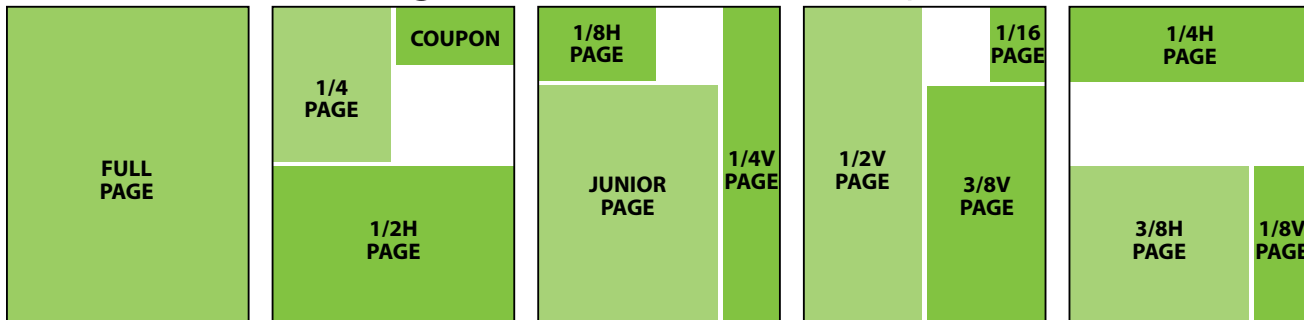


special needs

Total Distribution 25,000

a resource guide 2021

2021 Advertising rates, sizes, and 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.

Retail Ad Sizes

Coupon is 3.6" w x 1.8" h

1/8 horizontal is 3.6" w x 2.25" h

1/8 vertical is 1.72" w x 4.6675" h

1/4 is 3.6" w x 4.6675" h

1/4 horizontal is 7.375" w x 2.25" h

1/4 vertical is 1.72" w x 9.5" h

3/8 horizontal is 5.49" w x 4.6675" h

3/8 vertical is 3.6" w x 7.08" h

1/2 horizontal is 7.375" w x 4.6675" h

1/2 vertical is 3.6" w x 9.5" h

Junior Page is 5.49" w x 7.08" h

Full Page (no bleed) is 7.375" w x 9.5" h

Inside Front or Inside Back Cover

Live Area: 7.375" w x 9.5" h (Bleed: 8.625" w x 11.25" h)

Back Cover Color

Live Area: 7.375" w x 9.5" h (Bleed: 8.625" w x 11.25" h)

Trim Size: 8.25" w x 10.75" h



Deadlines

Space Reservation (spring/summer):

June 14th Materials Due: **June 18th**

Space Reservation (fall/winter):

Oct. 11th Materials Due: **Oct. 15th**

We accept:



*3% credit card processing fee will be applied to all credit card transactions