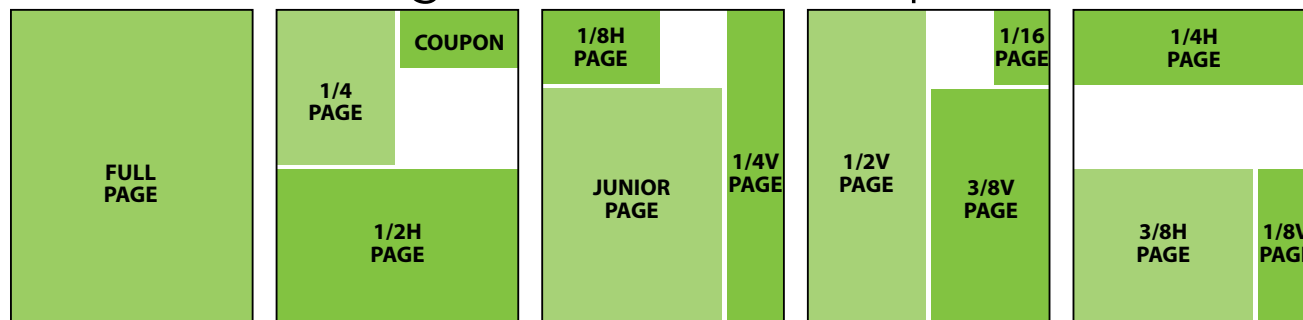


### 2021 Advertising rates, sizes, and specifications

Total Distribution 25,000



**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

We accept: \*3% credit card processing fee will be applied to all credit card transactions

If files are over 5 MB, please place file on our ftp site (call for details) or ship cd/dvd to the address below.

Family Time Magazine | 10221 W. Lincoln Highway | Frankfort, IL 60423 | 815.806.8844 | (fax) 815.806.8855

If files are under 5 MB, e-mail a compressed file (.sit or .sea), to [ads@familytimemagazine.com](mailto:ads@familytimemagazine.com).

\*Customer must supply 8.5" x 11" flyer. All shipping is done third party, costs and arrangements are between the carrier and the customer.

