

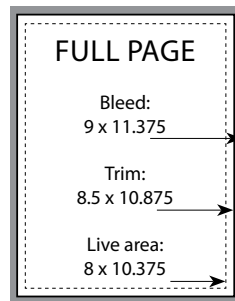
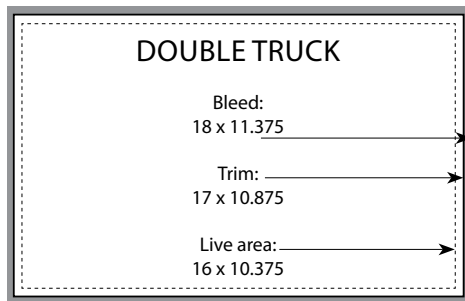
Print Ad Specifications

Print Ad Deadlines

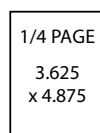
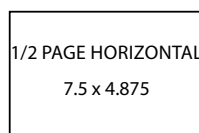
	2017 Spring/ Summer Issue	2017 Fall/ Winter Issue
Early Ad Reservation (includes free ad design)	September 23	April 3
Late Ad Reservation (additional \$100 ad design fee)	October 7	April 21
High Resolution Completed Ad Due (if you are creating your own ad)	November 4	May 12
Magazine Distribution	Begins Early January	Begins Early July

Print Ad Sizes

Size	Bleed	Trim	Live Area
ADS WITH BLEED: Provide ad in the "Bleed" size listed below. Keep copy and essential graphic elements within the "Live Area" size listed below.			
Double Truck	18" x 11.375"	17" x 10.875"	16" x 10.375"
Full-Page	9" x 11.375"	8.5" x 10.875"	8" x 10.375"



Size	Bleed	Trim	Suggested Live Area
ADS WITHOUT BLEED: Provide ad in the "Trim" size listed below. Keep copy and essential graphic elements within the "Live Area" size listed below.			
1/2 Page Horizontal	No bleed	7.5" x 4.875"	7.25" x 4.625"
1/4 Page	No bleed	3.625" x 4.875"	3.375" x 4.625"



If TriadWeddings Creates Your Print Ad

- **TriadWeddings Magazine will design your ad FREE during the early ad reservation time (see deadlines).** Two rounds of minor revisions are included. Revisions exceeding two rounds of revisions will be charged at an hourly rate.
- After the early ad reservation period, *TriadWeddings Magazine* will design your ad (see deadlines listed on chart) for a **\$100 design fee.**
- You must provide high resolution (300 dpi) logos, photographs or other artwork for use in your ad. Preferred formats include high resolution flattened TIFF or JPG, or EPS (convert fonts to outlines).
- Advertisements designed by *TriadWeddings Magazine* are intended for the sole use of *TriadWeddings Magazine*. A copy of the origination files for ads designed by *TriadWeddings* may be purchased for \$300.

If You Create Your Own Print Ad

- All ads must be submitted in a digital format (see below).
- All images used must have a resolution of at least 300 dpi.
- All fonts must be embedded or converted to outlines.
- Your ad must be created in the appropriate size (see ad sizes) and include bleeds, if applicable. **If your ad contains a bleed (images bleed off the edge of page) you must provide ad in the "Bleed" size listed. Keep copy and essential graphic elements within the "Live Area" size listed.**
- Ads not meeting these criteria will be returned. Additional fees may be incurred if *TriadWeddings* has to edit a customer-provided ad.

Acceptable digital formats for print ads:

- **High-resolution Adobe Acrobat PDF (preferred)**
- TIFF, JPG, or EPS (convert fonts to outlines)
- Additional fees may be charged if a customer-provided ad requires edits.