

2021 MAGAZINE AD SIZES & SPECS



PRINT

FULL-PAGE SPREAD
LIVE: 15.25" X 10.25"
TRIM: 15.75" X 10.75"
BLEED: 16" X 11"

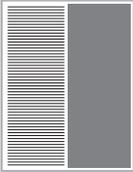
FULL-PAGE
LIVE: 7.375" X 10.25"
TRIM: 7.875" X 10.75"
BLEED: 8.125" X 11"

1/2-PAGE SPREAD
14.75" X 4.875"

1/2 PAGE HORIZONTAL
7" X 4.875"



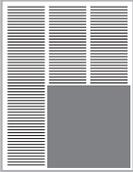
2/3 PAGE
4.5625" X 10"



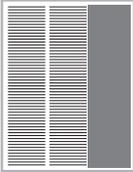
1/2 PAGE VERTICAL
3.375" X 10"



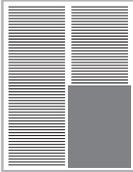
1/2 PAGE STANDARD
4.5625" X 7.375"



1/3 PAGE STANDARD
4.5625" X 4.875"



1/3 PAGE VERTICAL
2.1875" X 10"



1/4 PAGE
3.375" X 4.875"

2021 PRINT DISPLAY AD RATES

Ad Size	1X	4X	8X
FULL PAGE SPREAD	\$12,985	\$12,245	\$10,895
ONE-HALF PAGE SPREAD	\$9,375	\$8,720	\$8,095
FULL PAGE	\$7,340	\$6,940	\$6,160
2/3 PAGE	\$6,380	\$6,160	\$5,620
1/2 PAGE	\$5,300	\$4,870	\$4,220
1/3 PAGE	\$3,685	\$3,355	\$3,145
1/4 PAGE	\$2,930	\$2,820	\$2,605

BACK COVER IS AN ADDITIONAL 25%
INSIDE FRONT AND BACK COVERS ARE AN ADDITIONAL 20%
ALL OTHER GUARANTEED POSITIONS WILL INCUR A 15% SURCHARGE

DIGITAL EDITION:

YEAR IN REVIEW

SCREEN DIMENSIONS: 2048 x 1536 pixels; horizontal orientation only

FILE FORMAT: InDesign (preferred), Photoshop, Illustrator; PDF is acceptable. Indicate any hyperlinks. *InDesign: No bleeds; include images and fonts.*

VIDEO: Preferred formats are .mov and .mp4

- Send the actual videos; if you send a link, make sure it is a downloadable link.
- Video should be limited to 1 minute.

AUDIO: Preferred formats are .wav and .aiff. We can use mp3s, but they are lower quality.

HOW TO CREATE AND SEND YOUR FILES:

PREFERRED FILE FORMAT: PDF X/1A

Ads should be **CMYK, high-res and created to correct ad size dimensions, including bleed.** Choose "PDF X/1a" or "Press Quality" in your job options when creating high resolution PDFs.

Send to:

Cindy Rusch, Ad Production Manager
crusch@ACBusinessMedia.com; 800.538.5544 x1240

For files larger than 10MB, follow these steps:

- Go to www.hightail.com/u/acbm
- Drag and drop file(s) to upload.
- In the subject field, please include magazine or brand, issue date, other identifying information.
- Click "Send."

TERMS & CONDITIONS:

CONTRACT AND COPY CONDITIONS

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

PAYMENT AND COMMISSIONS

Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in

full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

PROTECTIVE CLAUSES

Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims

made against the Publisher. The Publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

CONTRACT CANCELLATION

Advertising canceled after closing date will be charged at earned rate to the advertiser with an additional fee of up to \$500 for remake of the page. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.