

## PRINT AD SPECS

All dimensions are listed in inches, width X height.

### FULL PAGE AD SIZES

MUST include 0.25" bleed area on all sides. You may include bleed marks, but please DO NOT include crop marks.

#### TWO PAGE SPREAD

**BLEED SIZE:** 17.25" X 11.375"

**LIVE AREA:** 16.25" X 10.375"

**TRIM SIZE:** 16.75" X 10.875"

NOTE: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

#### FULL PAGE SINGLE

**BLEED SIZE:** 8.75" X 11.375"

**LIVE AREA:** 7.875" X 10.375"

**TRIM SIZE:** 8.375" X 10.875"

### FRACTIONAL AD SIZES

DO NOT bleed. DO NOT include crop marks.

**2/3 VERTICAL:** 4.75" X 10"

**1/2 HORIZONTAL:** 7.375" X 4.8542"

**1/3 VERTICAL:** 2.25" X 10"

**1/3 SQUARE:** 4.75" X 4.875"

### FILE REQUIREMENTS

Press-optimized PDF File Format is preferred (PDF/X-4:2008).

Please DO NOT include crop marks in your file.

Ads should be designed and saved at 100% size, CMYK color profile at 300 dpi.

### IMAGE RESOLUTION

300 dpi is required for all image files. 72 dpi files are not acceptable.

Ad materials supplied with low resolution images and/or graphics will be returned.

### COLOR PROFILE

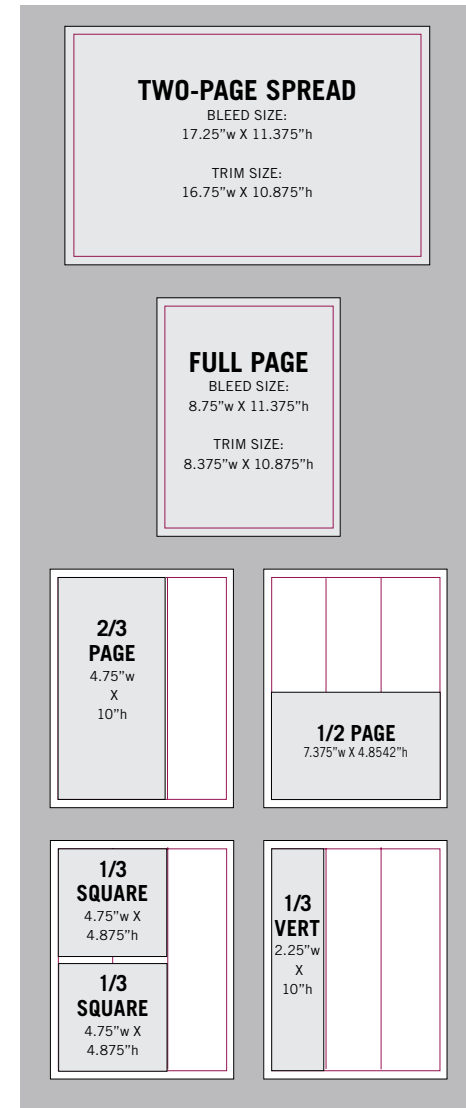
Specify all colors in your ad as CMYK process colors.

Rather than using 100% black to make a black background, use the formula 75% cyan, 68% magenta, 67% yellow, and 90% black for a denser, rich black.

### SUBMISSION INFO

**E-MAIL ALL AD MATERIALS TO [jani@avidlifestyle.com](mailto:jani@avidlifestyle.com).** Please proofread your ad for errors before sending.

Materials are due at ad close. Please contact [jani@avidlifestyle.com](mailto:jani@avidlifestyle.com) with any questions regarding file preparation.



## AD MATERIALS DUE

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2021 ISSUE	AD RESERVATION	AD DUE DATE
<b>JANUARY</b>	<b>11/20/20</b>	<b>12/7/20</b>
<b>FEBRUARY</b>	<b>12/21/20</b>	<b>1/6/21</b>
<b>MARCH</b>	<b>2/3/21</b>	<b>2/11/21</b>
<b>APRIL</b>	<b>3/3/21</b>	<b>3/11/21</b>
<b>MAY</b>	<b>4/7/21</b>	<b>4/15/21</b>
<b>JUNE</b>	<b>5/5/21</b>	<b>5/13/21</b>
<b>JULY</b>	<b>6/4/20</b>	<b>6/10/20</b>
<b>AUGUST</b>	<b>7/8/21</b>	<b>7/12/21</b>
<b>SEPTEMBER</b>	<b>8/4/21</b>	<b>8/12/21</b>
<b>OCTOBER</b>	<b>9/8/21</b>	<b>9/13/21</b>
<b>NOVEMBER</b>	<b>10/6/21</b>	<b>10/14/21</b>
<b>DECEMBER</b>	<b>11/3/21</b>	<b>11/11/21</b>
2022 ISSUE		
<b>JANUARY</b>	<b>12/1/21</b>	<b>12/9/21</b>

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