

AD MATERIALS DUE

2024 ISSUE	AD RESERVATION	AD DUE DATE
JANUARY	11/28/23	12/7/23
FEBRUARY	1/5/24	1/12/24
MARCH	2/2/24	2/9/24
APRIL	3/1/24	3/8/24
MAY	4/4/24	4/11/24
JUNE	5/6/24	5/13/24
JULY	6/31/24	6/7/24
AUGUST	7/4/24	7/11/24
SEPTEMBER	8/1/24	8/8/24
OCTOBER	8/29/24	9/6/24
NOVEMBER	10/4/24	10/11/24
DECEMBER	11/1/24	11/8/24
2025 ISSUE		
JANUARY	12/5/24	12/12/24

SUBMISSION INFO

E-MAIL ALL AD MATERIALS TO brenna@avidlifestyle.com. Please proofread your ad for errors before sending.

Materials are due at ad close. Please contact brenna@avidlifestyle.com with any questions regarding file preparation.

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.

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