

MAGAZINE AD SPEC SHEET

SEND MATERIALS TO:
Molly Ford
MollyF@MJBizDaily.com

Overview

- If you are unable to provide your ad materials by the material deadline, it does not constitute as a cancellation
- MJBizDaily will not accept ads with obscene/offensive images or images that include product consumption such as smoking or vaping

Material Submission

- Creative units must be submitted to Molly Ford at mollyf@mjbizdaily.com **by advertiser material deadline**

2018 Magazine Production Schedule			
Issue	Month	Space Closes	Materials Due
1	January	12/01/2017	12/06/2017
2	February	01/05/2018	01/10/2018
3	March	02/02/2018	02/07/2018
4	April	03/02/2018	03/07/2018
5	May/June	04/06/2018	04/11/2018
6	July	06/01/2018	06/06/2018
7	August	07/06/2018	07/11/2018
8	Spetember	08/03/2018	08/08/2018
9	October	09/07/2018	09/12/2018
10	November/December	10/05/2018	10/10/2018

Material File Preparation

- All ads are required to be submitted in PDF/X-1a:2001 file format
- Create ad layouts in a professional desktop publishing program such as Adobe InDesign[®] or QuarkXPress[®]
- Ads created in unacceptable format cannot be accepted and will need to be resubmitted or recreated
- All ads submitted should be suitable to print as is, MJBizDaily is not responsible for any errors in file setup or content
- All ads should be submitted in CMYK format
- All images for ads should be color corrected and provided at or above the minimum resolution requirement of 300dpi

Material File Preparation, continued

- Image files should be in PDF (preferred), EPS, JPG, or TIF file formats with **NO** printer marks
- All text must be converted to outlines/flattened/rasterized prior to submission
- 2-page spread ads must be prepared as two separate full-page ads to ensure proper bleed

Publication Specifications

- Publication trim size is 8.375" x 10.875"
- All ads with bleed must extend .25" beyond trim
- Text placed outside the safe [live] area of any bleed ad may be cut off, please keep text inside the safe area
- Publication is perfect bound

Magazine Print Ad sizes				
Ad Unit	Ad Size [no bleed]	Bleed	Trim	Safe [Live] Area
Full Page	7.875" x 10.375"	8.875" x 11.375"	8.375" x 10.875"	7.625" x 10.125"
2-Page Spread	16.25" x 10.375"	17.25" x 11.375"	16.75" x 10.875"	16" x 10.125"
Half Page	7.875" x 4.75"	8.875" x 5.75"	8.375" x 5.5"	7.625" x 4.75"
Marketplace	3.75" x 2.25"	N/A	N/A	N/A

Full Page with Border [Non-Bleed]

Ad size:
7.875" x 10.375"

Full Page with Bleed

Ad size:
8.875" x 11.375"

Safe [Live] Area:
7.625" x 10.125"

1/2 Page with Border [Non-Bleed]

Ad size:
7.875" x 4.75"

1/2 Page with Bleed

Ad size:
8.875" x 5.75"

Safe [Live] Area:
7.625" x 4.75"

2-Page Spread Non-Bleed [Double-Truck]

Ad Size: 16.25" x 10.375"

2-Page Spread with Bleed [Double-Truck]

Ad Size: 17.25" x 11.375"

Safe [Live Area]: 16" x 10.125"

Marketplace

Ad size:
3.75" x 2.25"