

CRM Magazine RATE CARD & AD SPECIFICATIONS

NET RATES	Print & PDF	PDF Only
Full Page	\$2,000	\$500
1/2 Page	\$1,200	\$300

Advertising agencies, add 15%.

ADVERTISING PRODUCTION DATES	Commit	Copy and Materials Due
January/February 2023	1/10/23	1/15/23
March 2023	2/20/23	2/25/23
April 2023 (Print)	3/7/23	3/14/23
May 2023	4/20/23	4/25/23
June 2023	5/20/23	5/25/23
July/August 2023	6/20/23	6/25/23
September 2023 (Print)	7/25/23	8/1/23
October 2023	9/20/23	9/25/23
November/December 2023	11/10/23	11/15/23

AD SIZES

	Bleed Width	Bleed Height	Nonbleed Width	Nonbleed Height
Full Page	8-1/8"	10-3/4"	7-1/8"	9-3/4"
Full Page (trims to)	7-7/8"	10-1/2"	7-7/8"	10-1/2"
Spread	16-1/4"	10-3/4"	14-1/4"	9-3/4"
Spread (trims to)	15-3/4"	10-1/2"	15-3/4"	10-1/2"
Half-Page-Horizontal	8-1/8"	5-3/8"	7-1/8"	4-3/4"
Half-Page-Spread	16-1/4"	5-3/8"	14-1/4"	4-3/4"

Each magazine is printed web offset, to SWOP standards; perfect bound; and jogs to the foot.

Trimmed page size is 7-7/8"x10-1/2".

Bleed page size is 8-1/8"x10-3/4", which includes 1/8" trim margin on all four sides.

Please keep live matter 3/8" from trim: head, foot, side, and gutter.

Spreads that have crossover type should allow at least 1/4" safety from gutter on both pages of the spread.

For the latest updated media information, go to www.destinationcrm.com.

Publisher's Requirements

- All clients must submit a credit application before their first insertion.
- No cancellations are permitted after the Ad Close Date.
- All materials must be submitted by the Materials Close Date, or the magazine does not take responsibility for mistakes.
- Advertisers with invoices past 90 days due will be assessed interest at the rate of 1.5% per month.

PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

➤ Ad production requirements—downloadable PDF

www.infotoday.com/advert/CTPAdSpecs.pdf

➤ We accept the following formats:

› Press-quality PDF files are preferred.

- › Fonts must be embedded
- › Set black to overprint
- › Convert PMS to CMYK
- › Images must be in CMYK
- › 300 dpi images only
- › Flattened transparencies
- › Page dimensions and bleeds according to pub specs

› We can also accept high-resolution Macintosh format Photoshop TIFF files.

- › Flattened layers
- › CMYK color
- › 300 dpi
- › Page dimensions and bleeds according to pub specs

➤ File submission instructions:

› To upload files via the web:

- › Using your web browser, log onto <http://files.infotoday.com>.
- › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

Once the file is uploaded, you will receive a confirmation email. If there are any problems with your file, you will be contacted.



For production questions contact:

Jackie Crawford - Ad Trafficking Coordinator
jcrawford@infotoday.com



PLEASE NOTE:

- › Files submitted as RGB will be converted to CMYK.
- › Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.
- › All graphics must be at least 300 dpi resolution.