

RATE CARD & AD SPECIFICATIONS

NET RATES		1 Issue	3 Issues	6 Issues	9 Issues
4-color	Full Page	\$2,750	\$2,775	\$2,500	\$2,125
	2/3 Page	\$2,060	\$1,955	\$1,760	\$1,500
	1/2 Page	\$1,650	\$1,570	\$1,415	\$1,200
	1/3 Page	\$1,125	\$1,070	\$960	\$815
	1/4 Page	\$850	\$810	\$725	\$615

Advertising agencies, add 15%.

ADVERTISING PRODUCTION DATES	Commit	Copy and Materials Due
January/February 2022	12/31/21	1/7/22
March 2022	2/4/22	2/11/22
April 2022	3/7/22	3/14/22
May 2022	4/5/22	4/12/22
June 2022	5/5/22	5/12/22
July/August 2022	6/7/22	6/14/22
September 2022	8/5/22	8/12/22
October 2022	9/6/22	9/12/22
November/December 2022	11/7/22	11/14/22

	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"
2/3 Page-Vertical	5-1/8"	10-3/4"	4-5/8"	9-3/4"
Half-Page-Vertical	4-1/6"	10-3/4"	3-9/16"	9-3/4"
Half-Page-Island	5-1/8"	7-1/4"	4-5/8"	7"
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"
1/3 Page-Vertical	2-5/8"	10-3/4"	2-1/4"	9-3/4"
1/3 Page-Square	5-1/8"	5-1/8"	4-5/8"	4-5/8"
1/4 Page-Vertical	N/A	N/A	3-9/16"	4-3/4"

AD SIZES

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

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

For inquiries, contact: Ad Trafficking Coordinator
adsubmit@infotoday.com

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.**



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.

**For proper sizing of your ad, please refer to the
Rate Card and Advertising Specs on page 9.**

For production questions contact:

Jackie Crawford • Ad Trafficking Coordinator
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