

## MAGAZINE AD SPEC SHEET

SEND MATERIALS TO:  
Molly McElwain  
MollyM@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 McElwain at [mollym@mjbizdaily.com](mailto:mollym@mjbizdaily.com) by **advertiser material deadline**

2019 Magazine Production Schedule			
Issue	Month	Space Closes	Materials Due
1	January	11/30/2018	12/12/2018
2	February	12/28/2018	01/09/2019
3	March	02/01/2019	02/06/2019
4	April	03/01/2019	03/06/2019
5	May/June	03/29/2019	04/10/2019
6	July	05/31/2019	06/05/2019
7	August	06/28/2019	07/10/2019
8	September	08/02/2019	08/07/2019
9	October	08/30/2019	09/11/2019
10	November/December	09/27/2019	10/09/2019

### 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<sup>®</sup> or QuarkXPress<sup>®</sup>
- 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

**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-Track]**

**Ad Size:** 16.25" x 10.375"

**2-Page Spread with Bleed [Double-Track]**

**Ad Size:** 17.25" x 11.375"

**Safe [Live Area]:** 16" x 10.125"

**Marketplace**

**Ad size:**  
3.75" x 2.25"