

MAGAZINE AD SPEC SHEET

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

- All creative must be sent to Molly McElwain at mollym@mjbizdaily.com by **advertiser material deadline** (see schedule below)

2020 MAGAZINE PRODUCTION SCHEDULE

ISSUE	MONTH	SPACE CLOSES	MATERIALS DUE
1	January	12/06/2019	12/06/2019
2	February	01/03/2020	01/08/2020
3	March	01/31/2020	02/12/2020
4	April	03/06/2020	03/11/2020
5	May/June	04/03/2020	04/08/2020
6	July	05/29/2020	06/10/2020
7	August	07/03/2020	07/08/2020
8	September	07/31/2020	08/12/2020
9	October	08/28/2020	09/09/2020
10	November/December	10/02/2020	10/07/2020

MATERIAL FILE PREPARATION

- All ads are required to be submitted in PDF/X-1a:2001 file format
- Ads submitted in an unacceptable format will be rejected and new materials will be required
- Submitted ads will appear as is. MJBizDaily is not responsible for any errors in file setup or content
- All ads should be in CMYK format
- All images should be color corrected and provided at or above the minimum print resolution requirement of 300dpi
- Materials should be in PDF (preferred), EPS, JPG, or TIF file formats with **NO printer/crop marks**
- All text must be converted to outlines/flattened/rasterized prior to submission

REMINDER!
NO printer/crop marks
on submitted ads

PUBLICATION SPECIFICATIONS

- Publication trim size is 8.375" x 10.875"
- All ads with bleed must extend .25" beyond trim, but keep bleed/crop/printer marks off the final ad
- 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 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"

SPECIAL AD UNITS AVAILABLE

COVER FOLD OUT: A four-page fold out ad. Special specs apply, template will be provided. Email mollym@mjbizdaily.com.

COVER STICKER (DOT WHACK): 2 x 2 square/circle with .25 bleed. Please note: this ad unit **MUST** include bleed/crop marks.