

## Ad Specifications

### CREATING AND SUBMITTING YOUR AD

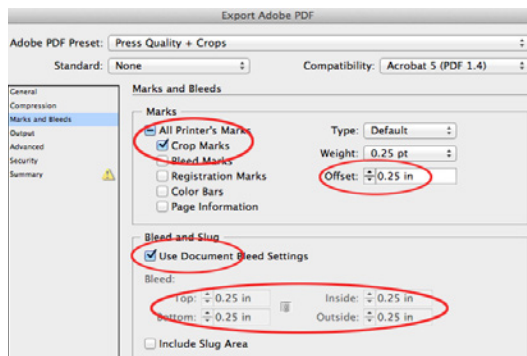
- The trim is the final cut page size. Place text and important images (headshots, products, etc.) .5" from trim edge (preferred), or a minimum of .375" (this is the live area.) Add .25" beyond trim for bleed ads (*background images should extend out into bleed area.*)
- **Please note:** always include a jpg proof of your ad for reference in addition to the high res pdf. This will ensure that we are able to check that the placed ad will print as intended.
- Please send all Ad and Editorial materials to: production@retailobserver.com

| AD SIZE—WIDTH X HEIGHT IN INCHES    | TRIM               | LIVE              | BLEED         |
|-------------------------------------|--------------------|-------------------|---------------|
| 2 page spread.....                  | 16.5 x 10.625..... | 15.5 x 9.625..... | 17 x 11.125   |
| Full-page bleed.....                | 8.25 x 10.625..... | 7.25 x 9.625..... | 8.75 x 11.125 |
| 1/2 page horizontal, non-bleed..... | 7.25 x 4.75.....   | 7.25 x 4.75.....  | n/a           |
| 1/2 page vertical, non-bleed.....   | 3.5 x 9.2.....     | 3.5 x 9.2.....    | n/a           |
| 1/4 page.....                       | 3.5 x 4.18.....    | 3.5 x 4.18.....   | n/a           |

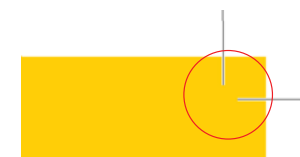
**AD LAYOUT** ..... Full page ads are printed with a full bleed      **FILE TYPES** ..... Press-ready high resolution PDF  
**MEDIA/DELIVERY** ..... Email: ads less than 10Mb. Large files less than 100 Mb may be sent via www.hightail.com

## About Bleeds, Crops and Crop Offset

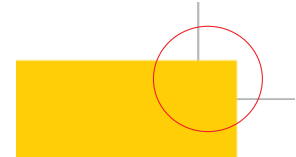
Add .25" beyond document for bleed ads (*background images should extend out into bleed area,*) and crop marks need a .25" offset. Please add crop marks to all ads, including non-bleed ads and ads with white backgrounds. Please refer to pdf export specs below.



### SAMPLE CROP OFFSET



**INCORRECT: .125"**  
Crop marks extend into bleed area, and may be visible in final print.



**CORRECT: .25"**  
Notice that the crop marks are farther apart & do not extend into the bleed area.

## Ad Material Deadlines

| ISSUE | SPACE CLOSE   | MATERIALS CLOSE | ISSUE | SPACE CLOSE    | MATERIALS CLOSE |
|-------|---------------|-----------------|-------|----------------|-----------------|
| JAN   | Nov. 11, 2016 | Dec. 1, 2016    | JUL   | May 15, 2017   | Jun. 1, 2017    |
| FEB   | Dec. 15, 2016 | Dec. 30, 2016   | AUG   | Jun. 15, 2017  | Jun. 30, 2017   |
| MAR   | Jan. 13, 2017 | Feb. 1, 2017    | SEPT  | July 14, 2017  | Aug. 1, 2017    |
| APR   | Feb. 15, 2017 | Mar. 1, 2017    | OCT   | Aug. 15, 2017  | Sept. 1, 2017   |
| MAY   | Mar. 15, 2017 | Mar. 31, 2017   | NOV   | Sept. 15, 2017 | Sept. 29, 2017  |
| JUN   | Apr. 14, 2017 | May 1, 2017     | DEC   | Oct. 16, 2017  | Nov. 1, 2017    |

## Website Banner Opportunities

| PAGE PLACEMENT            | SIZE      | QTY AVAILABLE PER MO. | COST    |
|---------------------------|-----------|-----------------------|---------|
| <b>HOME</b>               |           |                       |         |
| Top Banner                | 960x300   | 2                     | \$1,000 |
| What's Happening          | 350x350   | 1                     | \$1,000 |
| Partner Spotlight         | Editorial | 1                     | \$2,000 |
| <b>NEWS</b>               |           |                       |         |
| Top Banner 1st            | 960x200   | 1                     | \$1,000 |
| Top Banner                | 960x200   | 5                     | \$800   |
| Side Banner               | 350x350   | 2                     | \$800   |
| <b>PARTNERS</b>           |           |                       |         |
| <u>MAIN</u>               |           |                       |         |
| Top Banner 1st            | 960x200   | 1                     | \$800   |
| Top Banner                | 960x200   | 4                     | \$600   |
| <u>MANUFACTURERS</u>      |           |                       |         |
| Top Banner 1st            | 960x200   | 1                     | \$800   |
| Top Banner                | 960x200   | 4                     | \$600   |
| <u>TRADE ASSOCIATIONS</u> |           |                       |         |
| Top Banner 1st            | 960x200   | 1                     | \$800   |
| Top Banner                | 960x200   | 4                     | \$600   |
| <u>DISTRIBUTORS</u>       |           |                       |         |
| Top Banner 1st            | 960x200   | 1                     | \$800   |
| Top Banner                | 960x200   | 4                     | \$600   |
| <u>BUYING GROUPS</u>      |           |                       |         |
| Top Banner 1st            | 960x200   | 1                     | \$800   |
| Top Banner                | 960x200   | 4                     | \$600   |
| <b>EVENTS</b>             |           |                       |         |
| Top Banner 1st            | 960x200   | 1                     | \$800   |
| Top Banner                | 960x200   | 4                     | \$600   |
| Show Side Banner          | 350 width | 12                    | \$300   |
| <b>NEWSLETTER</b>         |           |                       |         |
| Top Banner                | 960x200   | 3                     | \$800   |
| Bottom Banner             | 960x200   | 1                     | \$500   |
| Side Banner               | 125x200   | 1                     | \$200   |