

## Ad Specifications

### CREATING AND SUBMITTING YOUR AD

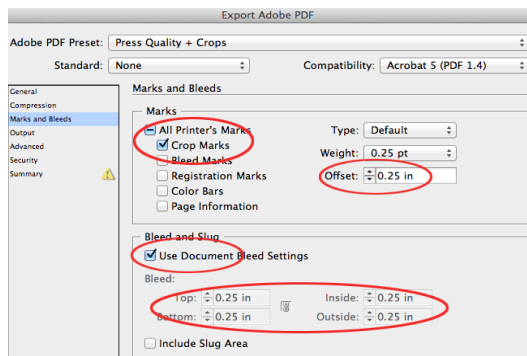
- The trim is the final cut page size. Place text and important images (headshots, products, etc.) .5" from trim edge (preferred), or a minimum of .375" (this is the live area.) Add .25" beyond trim for bleed ads (*background images should extend out into bleed area.*)
- **Please note:** always include 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

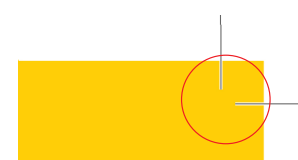
**AD LAYOUT** ..... Full page ads are printed with a full bleed      **FILE TYPES** ..... Press-ready high resolution PDF  
**MEDIA/DELIVERY** ..... Email: ads less than 10Mb. Large files less than 100 Mb may be sent via www.hightail.com

## About Bleeds, Crops and Crop Offset

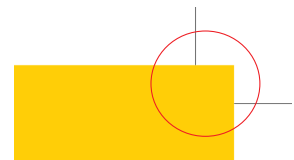
Add .25" beyond document for bleed ads (*background images should extend out into bleed area,*) and crop marks need a .25" offset. Please add crop marks to all ads, including non-bleed ads and ads with white backgrounds. Please refer to pdf export specs below.



### 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. 10, 2017	Dec. 1, 2017	JUL	May 11, 2018	Jun. 1, 2018
FEB	Dec. 15, 2017	Dec. 29, 2017	AUG	Jun. 15, 2018	Jun. 29, 2018
MAR	Jan. 12, 2018	Feb. 1, 2018	SEPT	July 13, 2018	Aug. 1, 2018
APR	Feb. 16, 2018	Mar. 1, 2018	OCT	Aug. 15, 2018	Aug. 31, 2018
MAY	Mar. 16, 2018	Apr. 1, 2018	NOV	Sept. 14, 2018	Oct. 1, 2018
JUN	Apr. 13, 2018	May 1, 2018	DEC	Oct. 15, 2018	Nov. 1, 2018

## 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