

# Shopping Guide Ads

### PROGRAM ADVERTISING SPECIFICATIONS

## **APPLICATIONS**

Illustrator, InDesign, Photoshop

## PREFERRED FORMAT

PDF (Preferred), EPS or TIFF with text converted to paths

### **IMAGE FORMATS**

300 DPI. Image Mode is CMYK Color or Grayscale. Color Type is Process.

#### **COLOR**

All ads must be converted to CMYK.

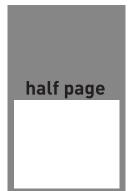
#### **AD SUBMITTAL**

Email ads to: HMMedia@jltw.org

Photoshop files saved as PDFs are acceptable, but must be set to bleed size .3125 margin on each side

Full Size: 4.875" x 7.875" Half Horizontal: 4.875" x 3.875" Quarter: 2.375" x 3.875" Back Cover: 5.5" x 8.5" + .25" bleed







# **PRICING**

Inside Front Cover – Size 5"x 8" vertical (\$2000.00)
Outside Back Cover – Size 5"x 8" vertical (\$2000.00)
Inside Back Cover – Size 5"x 8" vertical (\$1500.00)
Full Page – Size 5"x 8" vertical (\$500.00 B/W only)
Half Page – Size 5"x 3 7/8" horizontal (\$300.00 B/W only)
Quarter Page – Size 2 3/8" x 3 7/8" vertical (\$150.00 B/W only)