



# 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](mailto: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)