

## Ad Deadlines

This calendar represents advertising deadline dates for *Appraiser Focus magazine*.

ISSUE	COMMITMENT DATE	ARTWORK DUE
<b>2019</b>		
<b>FEBRUARY 2019</b>	JANUARY 2	JANUARY 11
<b>MAY 2019</b>	APRIL 3	APRIL 10
<b>AUGUST 2019</b>	JULY 3	JULY 11
<b>NOVEMBER 2019</b>	OCTOBER 2	OCTOBER 11

## Specs

→ Live area on all bleed ads should be at least ½ in (13mm) from the trim edge.

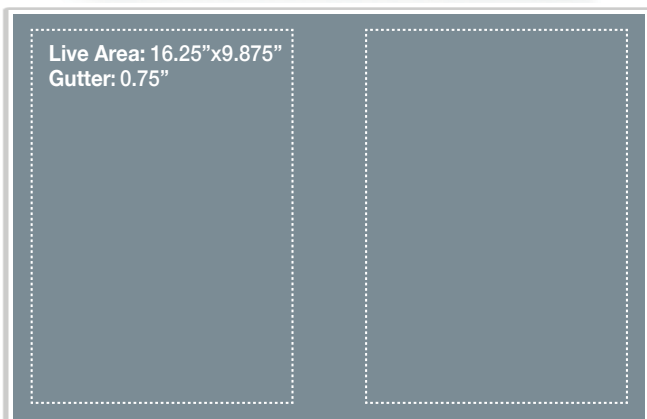
→ Images submitted in RGB color will be converted to CMYK. There is no CMYK equivalent for many RGB colors.

→ File name must include advertiser company and the month the ad is running.

MATCHES WILL BE AS CLOSE AS POSSIBLE.

→ For best print quality, digital images used in the PDF file should have a resolution of 300dpi or higher and all fonts should be embedded.

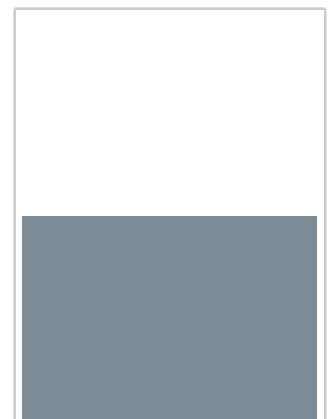
→ We cannot guarantee printed quality or acceptability of materials that do not comply with these specifications.



Spread with Bleed  
17.25"x11.125"



Full Page with Bleed  
8.75"x11.125"



1/2 Page Horizontal  
7.25"x4.5"

**Final Trim Size 8.5"x10.875" Bleed 0.125" on all sides**

\* Cancellation of previously contracted ads must be made in writing no less than 15 business days prior to the published space close date. All cancellations will be subjected to a fee of 30% of the remaining contracted issues not fulfilled.

\* If you are running an extended contract and fail to meet the meet material deadline, AF will use your most recent artwork.

**FOR MORE INFORMATION PLEASE CONTACT:**

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