

Issue	Materials Due Date	In-schools Date
Back to School 2019	June 19, 2019	August 8, 2019
Fall 2019	August 7, 2019	September 26, 2019
Winter 2020	November 13, 2019	January 9, 2020
Spring 2020	January 30, 2020	March 26, 2020

Acceptable Files

- **PDF/x-1a**
- **InDesign:** package all fonts and links
- **Illustrator:** type converted to outlines, links embedded, saved as EPS
- **Photoshop:** flattened CMYK TIFF or EPS, 300 dpi

Color

4-color process (CMYK) ads only. RGB, PMS and spot colors must be converted.

2-Page Spread, Full Page, and Half-Page Spread

Bleeds and trim marks *must* be included.

Submission

Please **upload** compressed files (zip) with advertiser's name to:

ptoday.wetransfer.com

or by **email** (if less than 10MB) to

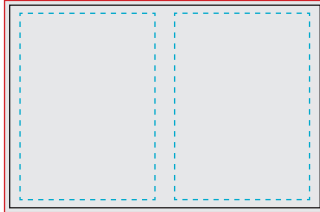
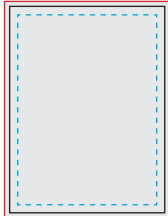
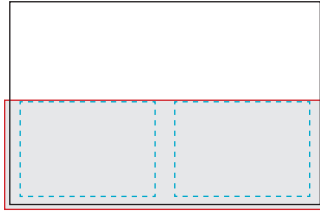


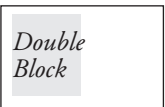
jng@schoolfamilymedia.com

Any questions?

Please contact Janelle Ng

jng@schoolfamilymedia.com

or (800) 644-3561 x229

Ad Space	Ad Size (width x height, in inches)	
2-Page Spread	bleed: 16.25 x 10.75 trim: 16 x 10.5 <i>live area: 15.5 x 10</i> <i>gutter allowance: 0.5</i>	
Full Page	bleed: 8.25 x 10.75 trim: 8 x 10.5 <i>live area: 7.5 x 10</i>	
Half-Page Spread	bleed: 16.25 x 5.375 trim: 16 x 5.25 <i>live area: 15.5 x 5</i> <i>gutter allowance: 0.5</i>	
2/3 Page	4.283 x 9.625	
1/2 Page	7.25 x 4.75	
1/3 Page Horizontal	4.283 x 4.75	
1/3 page Vertical	2.306 x 9.625	
Marketplace Double Block	3.5 x 4.125	
Marketplace Single Block	3.5 x 2	