

Issue	Materials Due Date	In-schools Date
August 2019	July 17, 2019	August 9, 2019
January 2020	December 18, 2019	January 10, 2020
August 2020	July 17, 2020	August 7, 2020
January 2021	December 4, 2020	January 4, 2021

### Acceptable Files

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

### Color

Both sides of card are 4-color (CMYK). RGB and spot colors (including PMS) must be converted.

### Live Area

All text must be within the live area. Background colors and graphics may extend to the bleed area.

### Submission

Please upload compressed files (stuff/zip) with advertiser's name to:  
[ptotoday.wetransfer.com](http://ptotoday.wetransfer.com)  
 or by email (if less than 10MB) to  
[jng@schoolfamilymedia.com](mailto:jng@schoolfamilymedia.com)

### Any Questions?

Please call Janelle Ng at (800) 644-3561 x229.

Ad Space	Card Size (width x height, in inches)
<b>All Cards</b>	<i>bleed: 8 x 5.25, trim: 7.75 x 5 live area: 7.25 x 4.5</i>
<p><i>bleed: 8 x 5.25 trim: 7.75 x 5 live area: 7.25 x 4.5</i></p>	

**If submitted materials are not to specifications and require modification or re-design, additional charges will apply.**