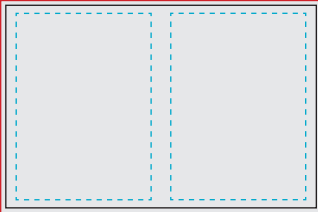


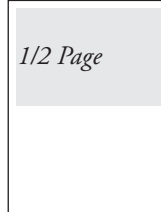
Print Ad Space

2-Page Spread



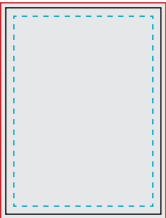
bleed: 16.25" w x 10.75" h
 trim: 16" w x 10.5" h
 live area: 15.5" w x 10" h
 gutter allowance: 0.5"

Half-Page



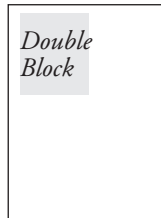
7.25" w x 4.75" h

Full Page

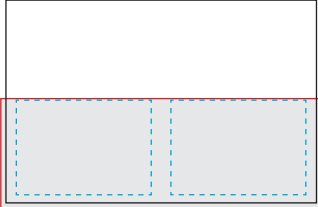


bleed: 8.25" w x 10.75" h
 trim: 8" w x 10.5" h
 live area: 7.5" w x 10" h

Marketplace Double Block 3.5" w x 4.125" h

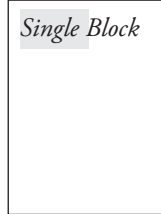


Half-Page Spread



bleed: 16.25" w x 5.375" h
 trim: 16" w x 5.25" h
 live area: 15.5" w x 5" h
 gutter allowance: 0.5"

Marketplace Single Block 3.5" w x 2" h



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

Blow-in Card

Minimum size: 3.5" w x 5" h
Maximum size: 5.5" w x 5.5" h

Required paper stock weight:
 80lb cover or 100lb text stock

*Blow-in
 Card*

Any questions?

Please contact Janelle Ng
jng@schoolfamilymedia.com
 or (800) 644-3561 x229