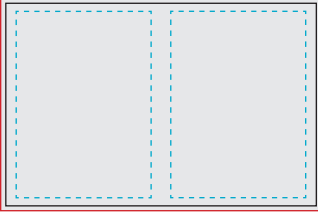


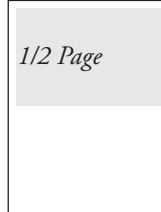
## Print Ad Space

### 2-Page Spread



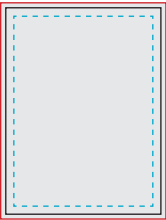
bleed: 16.25" w x 10.75" h  
 trim: 16" w x 10.5" h  
 live area: 15.5" w x 10" h  
 gutter allowance: 0.5"

### Half-Page



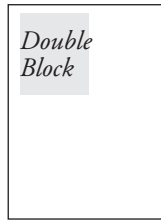
7.25" w x 4.75" h

### Full Page

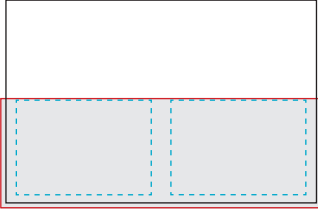


bleed: 8.25" w x 10.75" h  
 trim: 8" w x 10.5" h  
 live area: 7.5" w x 10" h

### Marketplace Double Block 3.5" w x 4.125" h

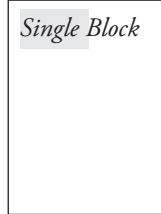


### Half-Page Spread



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](http://ptoday.wetransfer.com)

or by **email** (if less than 10MB) to [jng@schoolfamilymedia.com](mailto: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](mailto:jng@schoolfamilymedia.com)