

Issue	Materials Due Date
August 2018	June 20, 2018
September 2018	July 25, 2018
October/November 2018	August 29, 2018
January 2019	November 14, 2018
March/April 2019	January 30, 2019

### 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

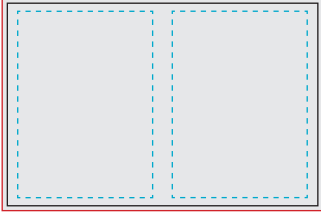

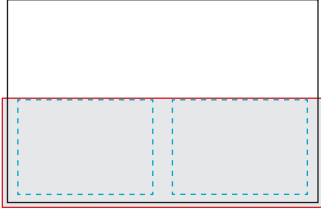
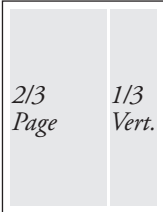

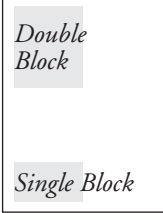
[jng@schoolfamilymedia.com](mailto:jng@schoolfamilymedia.com)

### Any questions?

Please contact Janelle Ng

[jng@schoolfamilymedia.com](mailto:jng@schoolfamilymedia.com)

or (800) 644-3561 x229

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