

# Ad Specs

Full Bleed Size: 8.625" x 11"

Full Trim Size: 8.375" x 10.75"

Full Live Area: 7" x 9.5"

2/3 Vertical: 4.5" x 9.25"

2/3 Horizontal: 7.25" x 6.5"

1/2 Vertical: 3.5" x 9.25"

1/2 Horizontal: 7.25" x 4.75"

1/2 Island: 4.875" x 7.25"

1/3 Vertical: 2.25" x 9.25"

1/3 Horizontal: 7.25" x 3.25"

1/3 Island: 4.875" x 4.75"

1/4 Vertical: 3.5" x 4.75"

1/4 Horizontal: 7.25" x 2.5"

1/4 Island: 4.5" x 3.75"

## Terms and Conditions

- All advertisements are published by Cornett Publishing Co., Inc. with the understanding that the advertiser and/or agency is authorized to publish the entire contents and subjects included in the ad.
- All positioning is at the discretion of the Art Director.
- Cornett Publishing reserves the right to reject any advertising. All copy and accompanying photos are subject to Publisher's approval.
- Cancellations and changes are not accepted after the closing dates of the current issue.
- Rates are subject to change upon Publisher's notice.
- Advertising agencies are held responsible for payments of all space they order.
- If materials are not high resolution (300 dpi), Cornett Publishing reserves the right to refuse agency commission.
- The views expressed in all articles and advertisements are solely those of the authors, our advertisers and may not be those of Cornett Publishing

## Editorial & Production Specs:

All editorial (Articles, Press Releases, Community Profiles, Artwork, etc.) should be submitted under these terms and criteria:

### Text:

- Save in .txt or .doc format in Microsoft Word

### Advertising Artwork:

- Digital files must be submitted in the following file types:

Pre-press quality PDF (300 dpi)

CMYK - .jpg

CMYK - .tif

- For Pre-press quality PDFs, fonts need to be embedded/flattened and images need to be at a resolution of 300 dpi.

- All materials must be submitted on or before the issue material deadline to ensure placement in the requested issue. Publisher is authorized to prepare a new ad or run a previous ad if advertising materials are not furnished before material deadline.

### Photos/Images:

- Photos/images used for editorial must be at least 5" x 7" in size and at a resolution of 300 dpi. NOTE - Each 5" x 7" image will take the space of approximately 100 - 150 words from advertorial / editorial total word count.

- All digital images should be composed in CMYK (no spot, RGB colors) and saved as a .jpg, .tif or .eps file.

### Label all Artwork/ Editorial:

Attn: Art Director

E-Mail: [CornettArt@gmail.com](mailto:CornettArt@gmail.com)

Phone: 800-663-8791 ext. 109

### Contract and Copy Regulations:

- Advertising content is subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement.