

# 2019-2020 EDITORIAL CALENDAR & PRINT SPECS

## 2019-2020 CLOSING DATES

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE
#106 Fall Issue	9 Jul '19	16 Jul '19	Sep '19
#107 21 <sup>st</sup> Annual Southern Music Issue	17 Sept '19	24 Sept '19	Nov '19
#108 Spring Issue	9 Jan '20	16 Jan '20	Mar '20
#109 Summer Issue: Southern Journeys	16 Apr '20	23 Apr '20	Jun '20



## PRINT AD SPECIFICATIONS

### ADVERTISING RATES

FREQUENCY/DISCOUNT	1X	2X/20%	4X/30%
<b>COLOR</b>			
Spread	\$7,975	\$6,380	\$5,583
Full page	\$3,650	\$2,920	\$2,555
2/3 page	\$2,725	\$2,180	\$1,908
1/2 page horizontal	\$2,155	\$1,724	\$1,509
1/3 page	\$1,755	\$1,404	\$1,229

### PREMIUM PAGE

Inside front cover	\$4,630
Inside back cover	\$4,380
Back cover	\$4,870

**PREFERRED PLACEMENT:** Add 15%. Contact your account executive for availability.

**INSERTS:** Special rates apply for supplied inserts, gatefolds, and any pre-printed materials from advertisers. For quotes and availability, contact your account executive.

### PRINTING & FILE SPECIFICATIONS

**PRINTING PROCESS:** Web offset

**BINDING:** Perfect bound

**LINE SCREEN:** 175

**PAGE TRIM SIZE:** 8.375" x 10.75"

**BLEED:** 1/8"

**LIVE MATTER:** 1/2" from trim on all sides (5/8" from bleed on all sides). 1/2" from gutter on spreads.

### AD DIMENSIONS:

### WIDTH X HEIGHT

Spread (w/ bleed)	16.75" x 10.75"	ad plus bleed = 17" x 11"
Full page (w/ bleed)	8.375" x 10.75"	ad plus bleed = 8.625" x 11"
2/3 page	4.75" x 9.625"	
1/2 page horizontal	7.375" x 4.833"	
1/3 page vertical	2.2361" x 9.625"	
1/3 page square	4.75" x 4.75"	

**FILES:** Digital files are required. **PDF/X-1a** preferred (all images **300dpi**, all **fonts embedded**, all colors **CMYK process** or **grayscale—no spot colors**).

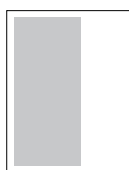
Delivery by **e-mail** preferred. (Mac-formatted CD-R accepted.)  
Only one ad per file. Native application files not accepted.



**Spread (bleed)**  
16.75 x 10.75  
(plus bleed 17 x 11)



**Full page (bleed)**  
8.375 x 10.75  
(plus bleed 8.625 x 11)



**2/3 page**  
4.75 x 9.625



**1/2 horizontal**  
7.375 x 4.833



**1/3 vertical**  
2.2361 x 9.625



**1/3 square**  
4.75 x 4.75