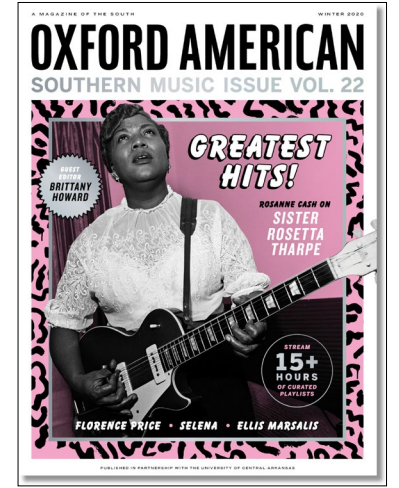


# 2021 EDITORIAL CALENDAR & PRINT SPECS

## 2021 CLOSING DATES

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE
#112 Spring Food Issue	15 Jan '21	22 Jan '21	Mar '21
#113 Summer Issue	16 Apr '21	23 Apr '22	Jun '21
#114 Fall Issue	16 Jul '21	23 Jul '22	Sept '21
#115 23 <sup>RD</sup> Annual Southern Music Issue	17 Sept '21	24 Sept '21	Dec '21



## PRINT AD SPECIFICATIONS

### ADVERTISING RATES

FREQUENCY/DISCOUNT	1X	2X/20%	4X/30%
<b>COLOR</b>			
Spread	\$3,750	\$3,400	\$3,000
Full page	\$1,950	\$1,750	\$1,550
<b>PREMIUM PAGE</b>			
Inside front cover			\$2,600
Inside back cover			\$2,400
Back cover			\$2,800
<b>SPECIAL SECTIONS</b>			
Full page			\$1,500
1/2 page horizontal			\$1,050
1/3 page guide			\$750
1/4 page guide			\$450

**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"

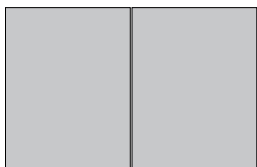
1/2 page horizontal      7.375" x 4.833"

1/3 page guide      Text, image, logo—ask rep for an example

1/4 page guide      Text, image, logo—ask rep for an example

**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.



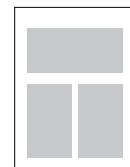
**Spread (bleed)**  
16.75 x 10.75  
(plus bleed 17 x 11)



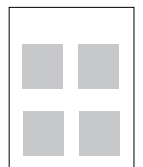
**Full page (bleed)**  
8.375 x 10.75  
(plus bleed 8.625 x 11)



**1/2 horizontal**  
7.375 x 4.833



**1/3 page guide**



**1/4 page guide**