

Exchange Advertising Specifications

Digital and ExchangeEveryDay Ads

2024 DIGITAL AD SIZES

AD POSITION	FILE TYPE	WIDTH	HEIGHT
Display - Home Page Position 1	JPEG or PNG	165 pixels	300 pixels
Display - Home Page Position 2			
Display - Home Page Position 3			
Display - Article			
Display - Video			
Banner - Home Page	JPEG or PNG	585 pixels	125 pixels
Banner - Article			
Banner - Home Page Footer			
Banner - Article Footer			
Banner - Video Footer			
EED - Position 1	JPEG or PNG	165 pixels	300 pixels
EED - Position 2			
EED - Position 3			
Sponsor Carousel	Provide a black only logo. Vector .ai or eps preferred. Transparent PNG accepted. Recommended size is 300 dpi, 405px (W) x 180px (H).		

2024 DIGITAL AD DATES

DATE	ART DUE
January 2024	December 15, 2023
February 2024	January 15, 2024
March 2024	February 15, 2024
April 2024	March 15, 2024
May 2024	April 14, 2024
June 2024	May 15, 2024
July 2024	June 14, 2024
August 2024	July 14, 2024
September 2024	August 15, 2024
October 2024	September 16, 2024
November 2024	October 16, 2024
December 2024	November 15, 2024

Exchange Advertising Specifications

Print Ads

2024 PRINT AD SIZES

AD SIZE	WIDTH	HEIGHT
FULL PAGE	8.25"	10.75"
1/2 PAGE VERTICAL	3.5"	9"
1/2 PAGE HORIZONTAL	7.2"	4.25"

MAGAZINE TRIM SIZE: 8.25"W x 10.75"H

BINDING: Perfect Bound

PRINTING PROCESS: Digital InkJet CMYK

AD FORMATS ACCEPTED:

- PDF / TIFF / JPEG

DETAILS

- Press Optimized PDF_X1a: 2001 Acrobat 4 (PDF 1.3)
- Flattened TIFF or JPEG at 300 ppi resolution

RESOLUTION: Any artwork under 150 ppi is not acceptable for print quality. Incorrect spot or RGB color will be converted to CMYK at advertiser risk. Exchange Press reserves the right to convert any submitted advertisement into a rasterized TIFF to ensure printing quality.

BLEEDS: Only full page ads require a bleed. The document size should be 8.25" x 10.75" with bleed area extending 0.125" beyond page edge. Keep live matter .375" from trim edge.

CROPS: No crop or trim marks necessary.

BEFORE YOU SEND, PLEASE DOUBLE CHECK:

- Transparencies (like drop shadows) set to high resolution
 - + INDESIGN - "Transparency Flattener" setting in the print dialog box
 - + ILLUSTRATOR - Effect > Document Raster Effect Settings > Resolution
- Correct bleeds (0.125") for Full Page ads (no crop or trim marks necessary)
- Spot and RGB colors have been converted to CMYK
- Image resolution is high (300ppi)
- Overprint attributes are correct (check your .AI and .EPS files for overprint vs. knockout)
 - + ILLUSTRATOR - Window > Output > Attributes
- Avoid using rich black
- Don't use these fonts: Kalinga, Kartika, Lato, Robato, Segoe

PRODUCTION CONTACT

For any questions concerning ad specifications:

Scott Bilstad

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2024 PRINT AD DATES

ISSUE	SPACE DEADLINE	ART DUE	MAILS
Spring 2024	12/1/23	12/8/23	2/1/24
Summer 2024	3/1/24	3/15/24	5/1/24
Fall 2024	6/1/24	6/15/24	8/1/24
Winter 2024	9/1/24	9/15/24	11/1/24