

# Camera Ready Ads

For submissions from Graphic Designers, Ad Agencies, and PR/Marketing Firms

**Agencies and Designers - please adhere to the following dates and ad specifications.**

## ART DEADLINES - PRINT ADS

Our camera ready art deadlines are below:

### Closing Dates & Deadlines

Issue	Issue Date	Shelf Life	Sales Closing	Due Date
Spring	April 15	April, May, June	Feb. 15	Mar. 15
Summer	July 15	July, Aug., Sept.	May 15	June 15
Fall	Oct. 15	Oct., Nov., Dec.	Aug. 15	Sept. 15
Winter	Jan. 15	Jan., Feb., Mar.	Nov. 15	Dec. 15
Sugar Land Life	Spring	2012	Mar. 15	April 15

You may request a 5-day extension to the 20th of the month by emailing your customer service representative in advance.

LATE FEES - Ads received the 21st - 25th (after the deadline extension period) will be assessed a \$150 Press Fee - no exceptions. Ads received after the 25th will not be accepted.

## FILES & AD SPECS

FILES: We accept PDF, JPEG, TIFF, EPS, or PSD.

RESOLUTION: File, all images, and graphics contained in the file must be 300 dpi or higher.

BLEED: Must be extended by 1/4 in. on all sides; crop marks must be offset a minimum of 1/4 in.

TRIM SIZE: Keep text and art well within the live area of 7.25 in. X 9.87 in.

FONTS: Must be converted into outlines or embedded into the file.

PROCESS: Four-color process (CMYK). Please convert all spot colors and RGB.

## ALTERATIONS

Print or web ads requiring us to size, modify, adjust, or add layers will be billed an additional \$50 - \$250 fee, depending on the modifications needed.

## WEB SKYSCRAPER ADS

RESOLUTION: File, all images, and graphics contained in the file must be 72 dpi or higher.

AD SIZE: 170 X 756 pixels

Please submit ad at least **one week prior** to going on SugarLandMagazine.com.

## HOW TO SUBMIT ART

Please email ads to your customer service representative and our art department at customerservice@sugarlandmagazine.com and artwork@sugarlandmagazine.com. Files that are too large to be sent through email (over 5 MB) may be sent using *yousendit.com*, a free file transfer service. Please make sure you receive confirmation from us that your ad was received.

**Questions?** Please email your customer service representative or customerservice@sugarlandmagazine.com.

## AD SIZES & DIMENSIONS

### FULL PAGE

Final Trim Size:  
8.37 in. X 10.87 in.

Live Area:  
7.25 in. X 9.87 in.

Bleed Amount: .25 in.

FULL

### HALF PAGE

(Horizontal)  
7.25 in. X 4.85 in.

1/2

### HALF PAGE

(Vertical)  
3.54 in. X 9.87 in.

### ONE THIRD PAGE

(Horizontal)  
7.25 in. X 3.18 in.

1/3

### ONE THIRD PAGE

(Vertical)  
2.30 in. X 9.87 in.

1/4

### QUARTER PAGE

3.54 in. X 4.85 in.

**UNACCEPTABLE MATERIALS NOTICE:** All ads must be suitable for our family audience. We reserve the right to refuse ads that we deem inappropriate for our audience. For example, ads with suggestive photos or content; ads that promote smoking or alcohol; ads with questionable or outlandish claims; ads that are upside down, extremely visually unappealing, or overly text-heavy, etc. Submitter absolves publisher of all content contained within the ads we accept.

**SUGAR LAND**  
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