

DEADLINES AND MATERIALS – 2012

DEADLINES

Issue Date	Space Deadline	Materials Deadline
January	Nov. 15	Nov. 21
February	Dec. 15	Dec. 22
March	Jan. 17	Jan. 23
April	Feb. 15	Feb. 22
May	Mar. 15	Mar. 22
June	Apr. 16	Apr. 23
July	May 15	May 22
August/Buyer's Guide	June 15	June 18
September	Jul. 16	Jul. 23
October	Aug. 15	Aug. 22
November	Sept. 14	Sept. 21
December	Oct. 15	Oct. 22

- **Advertiser Supplied Inserts, Tip-Ons, etc.:** Contact the advertising production department for information
- **Printing:** Web heatset offset. Stitched and trimmed.

AD SIZES

2 Page Spread (Tabloid Size - Full Bleed)

- Bleed size 20.750" x 13.5"
- Trim size 20.250" x 13"

1 Page (Tabloid Size - Full Bleed)

- Bleed size 10.625" x 13.5"
- Trim size 10.125" x 13"

Junior Page 7.5" x 9.375"

1/2 Page (Horizontal) 9.375" x 5.625"

1/2 Page (Vertical) 4.625" x 11.75"

1/3 Page (Horizontal) 9.375" x 3.875"

1/3 Page (Vertical) 5.5" x 6.5"

1/4 Page (Horizontal) 9.375" x 2.875"

1/4 Page (Vertical) 5.5" x 4.75"

1/6 Page (Horizontal) 5.5" x 3.25"

1/6 Page (Vertical) 3.625" x 4.75"

AUGUST BUYER'S GUIDE ISSUE:

Full page trim size 8.375" x 10.875"

Full page bleed size 8.625" x 11.125"

Half page 7.25" x 4.5" (horiz)

Half page 3.5" x 9.25" (vert)

Quarter page: 3.5" x 4.5"

SUBMISSION GUIDELINES

LIVE AREA

For full-page, non-bleed ads: 9.375" x 11.75." **For Bleeds:** Bleed size is 10.625" x 13.5". Trim size is 10.125" x 13". To prevent loss from trimming or binding, please keep all text and essential elements at *least* 1/2" away from the edges of full-page bleeds.

PREFERRED MATERIALS

Digital Ads Preferred (see below). Proofs must be submitted with all ads.

ELECTRONIC SUBMISSION OF ADS

High resolution PDF or EPS documents preferred. All fonts, pictures, etc. must be properly embedded and not compressed. CMYK and Grayscale only. If you must send another format, please call us ahead of time to make arrangements. CDs, email, or FTP submission accepted (call or email for FTP access info). Do not use a resolution greater than 400 dpi or less than 200 dpi for images. Please contact us before sending anything other than PDF, EPS, or 300-dpi .TIFF files.

COLOR

Cyan, Magenta, Yellow, and Black process. Color match print must accompany ads. Spot color: prepare as CMYK process. Black and White ads should be Grayscale. Color ads should be CMYK. Do not use RGB in four-color ads, as it may not reproduce correctly when translated to CMYK.

CONTACT

Sarah Vallee, Production Manager: sarah@apbweb.com, or 800-234-0056 ext. 106, with any questions regarding materials. Please send all materials to Sarah Vallee, American Police Beat, 43 Thorndike Street, Floor 2, Cambridge MA .

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