

# CIRCULATION • REQUIREMENTS • AND CALENDAR

## General Information

### Technical Requirements

- Minimum of 300 dpi CMYK color
- Full Bleed size 9" x 11½"
- Trim size 8-3/8" x 10-7/8"
- Submit ads as a .tif, .jpeg, or .pdf
- See bleed and trim details on the next page.

### Policy

All advertisers must prepay ads. If an ad is received too late for the current issue, the ad will automatically be placed in the next issue unless otherwise specified.

### Cancellations/Changes

Cancellations or copy changes will not be accepted past the ad copy due date.

## Paid Circulation Per Issue

- Print Subscribers: 60,000

## Magazine Specs

- 100 pages per issue
- Cover Stock: 80 lb. #2 Gloss Text wt
- Text Stock: 42.50 lb. Offset (*Text stock may vary due to supply chain issues*)

## Issues & closing dates

<u>Issue</u>	<u>Ad Copy Due</u>
Summer 2025 .....	April 1, 2025
Fall 2025 .....	July 1, 2025
Winter 2025 .....	Oct 1, 2025
Spring 2026 .....	Jan 1, 2026

## Contact Information

To place an ad or ask a question, please contact:

**Lisa Nourse**

advertising@self-reliance.com



# DISPLAY AD RATES

Size	Rates		
	1x	2x	4x
Half-page (hor.) .....	\$1,150	\$1,035	\$920
One-third page (hor.) .....	\$890	\$801	\$712
One-sixth page (vert.) .....	\$500	\$450	\$400
One-twelfth page .....	\$310	\$279	\$248
One-inch .....	\$200	\$180	\$160

# AD DIMENSIONS

Size	Dimensions		
	Without Bleed	With Bleed	Trim Size
Half-page (hor.) .....	7"W x 4-5/8"H	8-7/8"W x 5-1/2"H	8-3/8"W x 5-1/4"H
One-third page (hor.) .....	4-1/2"W x 4-5/8"H		
One-third page (vert.) .....	2-1/4"W x 9-1/4"H		
One-sixth page (hor.) .....	4-1/2"W x 2-5/16"H		
One-sixth page (vert.) .....	2-1/4"W x 4-5/8"H		
One-twelfth page .....	2-1/4"W x 2-5/16"H		
One-inch .....	2-1/4"W x 1"H		

Add 1/4" beyond the trim for ads that include a bleed.

