



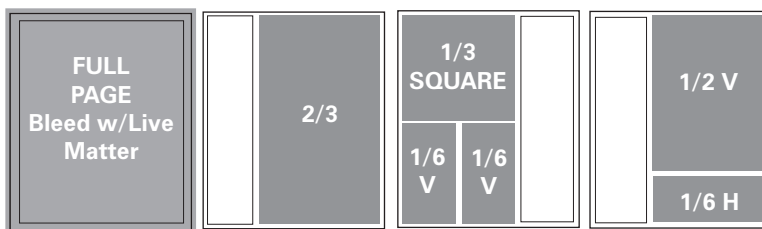
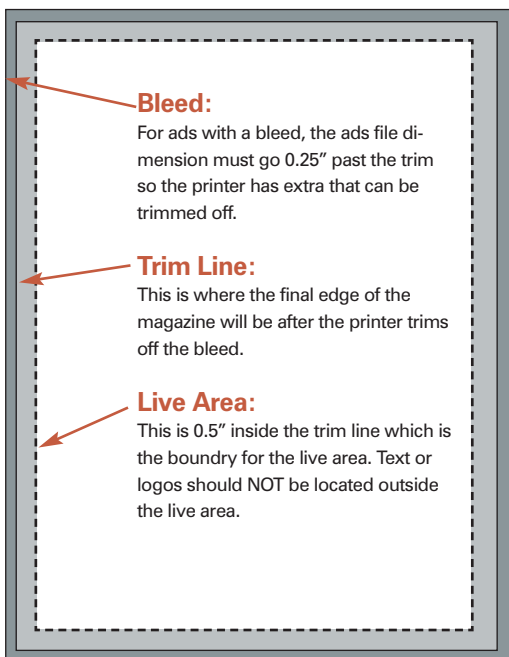
# Ad Spec Sheet

## accepted ad sizes

Publication Trim size — 8.375" x 10.875"

unit size	width	height
Full page bleed / COVERS	8.875"	11.375"
Full page trim size	8.375"	10.875"
Full page live matter	7.375"	9.75"
2/3 page vertical bleed	5.50"	11.375"
2/3 page vertical trim size	5.25"	10.875"
2/3 page vertical live matter [non-bleed]	4.75"	9.75"
1/2 page vertical	4.75"	7.25"
1/2 page horizontal [special section only]	7.375"	4.75"
1/3 page square	4.75"	4.75"
1/6 page vertical	2.25"	4.75"
1/6 page horizontal	4.75"	2.25"

NOTE: Final trim sizes for ads with bleed require a .25" bleed plus .5" between text (live matter) and trim. PLEASE add 0.25" bleed all the way around the ad and save file with this bleed before sending. PLEASE do not allow text to go into non-live matter space.



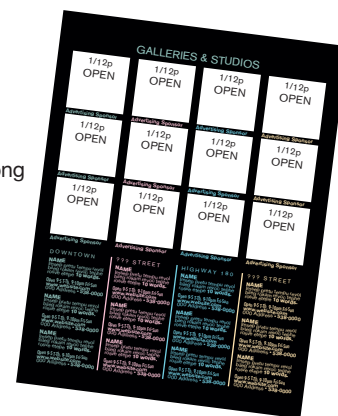
## 1/12 page co-op section

Client supplies the following materials and the ZIA design team will put it together and send you a proof for approval.

**300 dpi photo** 1.6875" wide x 1.75" deep  
**10-word description** to fit on 2 lines 1.6875" long

### 3 line address which includes:

- hours
- website address
- business address • phone number



## Deadlines:

- Ad Space Close:
- Camera Ready Ads Due:
- Final Approval Ads & Editorial:
- TO PRESS:
- Photography and Writing Due:

## FALL SPRING

- Aug 15 Mar 1
- Aug 22 Mar 6
- Aug 29 Mar 13
- Sep 14 Mar 29
- Aug 1 Feb 20

## contact information:

Production Questions?  
575-388-4444 x14  
or email [robert@ziapublishing.com](mailto:robert@ziapublishing.com)

## submit your ad:

Email your ad to:  
[materials@ziapublishing.com](mailto:materials@ziapublishing.com)