

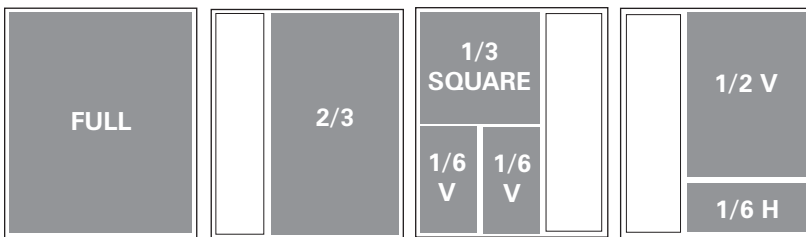
## accepted ad sizes

non-bleed ads no trimming	width	height
<b>FULL PAGE</b>	7.375	9.75
<b>2/3 PAGE</b>	4.75	9.75
<b>1/2 PAGE VERTICAL</b>	4.75	7.25
<b>1/3 PAGE SQUARE</b>	4.75	4.75
<b>1/6 PAGE VERTICAL</b>	2.25	4.75
<b>1/6 PAGE HORIZONTAL</b>	4.75	2.25

ads with bleed size after trimming	width	height
<b>TWO PAGE SPREAD</b>	17.25	11.375
<b>FULL PAGE</b>	8.375	10.875
<b>BACK COVER</b>	8.375	10.875

Sizes listed for ads with bleed are the final trim size for the ads. PLEASE add 0.25" bleed all the way around the ad and save file with this bleed before sending.



## ad definitions

### GUARANTEED POSITION

For guaranteed position, add 10% to rate. Guarantees apply to half or full page advertisements only and are available on a first come first serve basis.

### TERMS

Monthly payments available upon credit approval with full payment due at press time. We accept all major Credit Cards.

### AGENCY COMMISSIONS

All rates are quoted NET. Agency commissions must be added to published rates

### CANCELLATIONS

Cancellations after closing dates are not accepted. Zia Publishing reserves the right to publish a previous ad if new ad is not received on time. Any cancellations must be received in writing, ten working days prior to closing date.

### contact information:

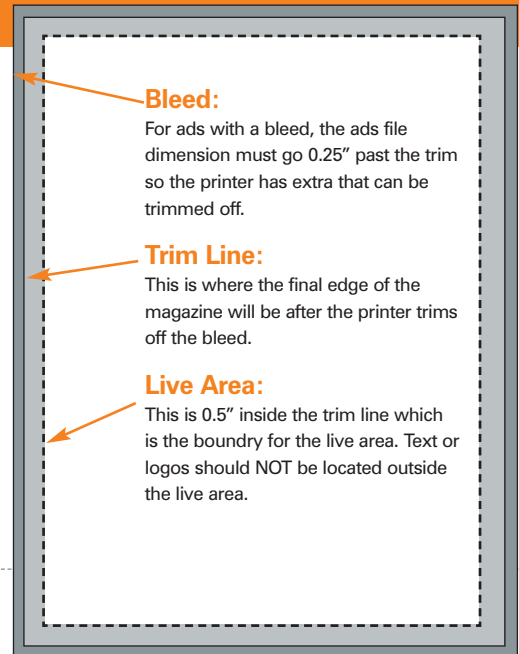
Questions?  
 Call (575) 333-4444 x14 or email  
 debra@ziapublishing.com

### submit your ad:

Email your ad to  
 materials@ziapublishing.com or  
 contact us for FTP upload information.

Publication Trim size: 8.375" x 10.875"

Full Page Non-Bleed  
 (Live Matter): 7.375" x 9.75"



#### Bleed:

For ads with a bleed, the ads file dimension must go 0.25" past the trim so the printer has extra that can be trimmed off.

#### Trim Line:

This is where the final edge of the magazine will be after the printer trims off the bleed.

#### Live Area:

This is 0.5" inside the trim line which is the boundary for the live area. Text or logos should NOT be located outside the live area.

## ad design specifications

All RGB or spot colors should be converted to CMYK.

PDF, EPS, TIFF, and JPEG files are accepted.

Ads must be submitted at 300dpi

### SUBMITTING YOUR AD CHECKLIST:

#### ✓ SPELLCHECK

Check your ad for misspelling or typographical errors.

#### ✓ HIGH RESOLUTION GRAPHICS

Unless you are using high resolution graphics or photos from a professional stock site or designer: Do not use photos or artwork downloaded from the internet. Due to their low 72 dpi resolution they will not print correctly.

### ADS WITH A BLEED

#### ✓ CORRECT BLEED

Ad with bleed has the correct 0.25" bleed.

#### ✓ TEXT IS WITHIN TRIM LINE

Ad with bleed should not have any text or logos within 0.5" of the trim line.

#### ✓ CROP MARKS

Ad with bleed should be submitted with crop marks to insure proper alignment and placement on the page.