

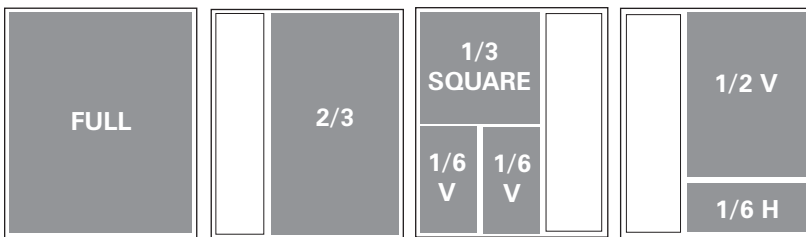
## accepted ad sizes

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>1/3 HORIZONTAL</b>	7.375	2.75
<b>1/3 STRIP</b>	2.25	9.75
<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:

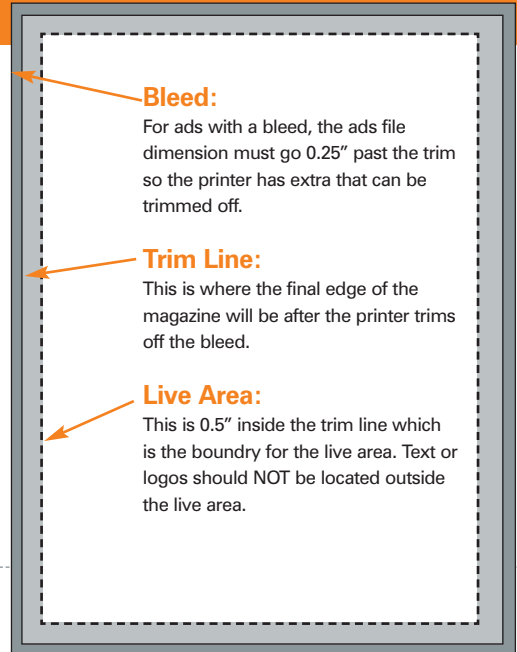
Questions?  
 Call (575) 333-4444 x14  
 or email materials@ziapublishing.com

### submit your ad:

Email your ad to  
 materials@ziapublishing.com

Publication Trim size: 8.375" x 10.875"

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



## 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.