

# BETTERINVESTING

## Production Guidelines

### Advertising Department

BetterInvesting Magazine  
570 Kirts Blvd., Suite 237  
Troy, MI 48084

All advertisers and ad materials are subject to the NAIC/BetterInvesting Sponsorship and Advertising Policy, which is available for review at: [BetterInvesting.org](http://BetterInvesting.org).

First-time advertisers must submit a sample of their proposed advertisement or receive prior approval from the publisher.

### Material Submission

Brenda Gayle  
248.654.3047 | [brendag@betterinvesting.org](mailto:brendag@betterinvesting.org)

### Additional Information

Ken Zak, Director of Corporate Relations  
248.654.3056 | [kenz@betterinvesting.org](mailto:kenz@betterinvesting.org)

Ad Size	Width	Height
Magazine trim size	7.875"	10.5"
Full page (with 1/8" bleed)	8.125	10.75
Full page (no bleed)	6.375	9
1/2 page horizontal	6.375	4.375
1/2 page vertical	3.125	9
1/3 page horizontal	6.375	2.875
1/3 page vertical	2.25	9
1/4 page	3.125	4.375
1/8 page	3.125	2.125

**General Policy:** BetterInvesting reserves the right to refuse any advertisement deemed not in keeping with its standards. It is agreed that the publisher shall have no liability to either the advertising agency or the advertiser, if for any reason, an advertisement is omitted from the publication.



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### Advertising Specifications

#### Electronic Format

In keeping with industry standards regarding digital ad delivery, BetterInvesting requires PDF/X-1a (Adobe compliant) as the file format type for all submitted advertising files. We strongly encourage all advertisers to become familiar with the PDF/X-1a standard. It's widely accepted and extremely reliable.

#### Acceptable File Format

- PDF/X-1a files may be submitted through email.
- Only one ad per file.
- All high-resolution images and fonts must be properly embedded in any submitted file that cannot be built to this specification.  
(\* Test your file in pre-flight before sending.)
- Images must be SWOP (CMYK or Grayscale), 300 dpi.

### Ad Layouts

#### File Design & Specifications

Files must be designed to the contracted ad size: any placement, approval information, or other information should be placed on the pasteboard. Bleeds should be built into the document size, not extended to the pasteboard.

#### File Dimensions & Marks

Include registration, trim, bleed and center marks on all PDF/X-1a files submitted.

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