

# Production Guidelines

## Ad Sizes and Dimensions

Ad Size	Width	Height
2-page spread (no bleed)	14.75	9.5
Full page (no bleed)	6.875	9.5
2/3 page vertical	4.438	9.375
1/2 page vertical	4.438	7.25
1/2 page horizontal	6.75	4.563
1/3 page vertical	2.125	9.375
1/3 page square	4.438	4.563
1/6 page vertical	2.125	4.563

Bleed Size	Width	Height
2-page spread (with bleed)	16	10.75
Full page (with bleed)	8.125	10.75
Trim size 1 page	7.875	10.5
Trim size spread	15.75	10.5

Keep all live matter 1/4" away from all trim edges.

## 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.

### Advertising Department

BetterInvesting Magazine  
711 W. 13 Mile Rd., Suite 900  
Madison Hts. MI 48071

### Materials Sent to:

Brenda Gayle  
Tel: 248.654.3047  
brendag@betterinvesting.org

### For Additional Information:

Ken Zak, Director of Corporate Relations  
Tel: 248.654.3056  
kenz@betterinvesting.org

## Advertising Requirements

All first-time advertisers must submit a sample of their proposed advertisement. The publisher reserves the right to refuse any advertisement. Publicly traded companies must have a five-year operating history available to readers.



# Production Guidelines

## Advertising Specifications

**Electronic format:** In keeping with industry standards regarding digital ad delivery, BetterInvesting is now promoting PDF/X-1a (Distilled from PostScript), as the preferred submission format for all advertising files. We strongly encourage all advertisers to become familiar with the PDF/X standard. It is widely accepted and extremely reliable.

**Acceptable applications:** QuarkXPress 9.3 or lower, Adobe Creative Suite 5 or lower.

- PDF/X-1a files may be submitted through email.
- Only one ad per file.
- All High-resolution images and fonts must be included when the PDF/X1a file is saved.
- Only use PostScript, Type 1 fonts. – no TrueType fonts or font substitutions. BetterInvesting cannot guarantee correct output of any file using TrueType fonts. Both screen and printer fonts must be included with your ad.
- Images must be SWOP (CMYK or Grayscale) TIFF or EPS 300 dpi. Vector images should be saved as EPS files with outlined fonts.

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**Color proofs:** Must be submitted with digital files, and they should be printed at 100 percent. In absence of paper proofs or unacceptable proofs, BetterInvesting is not responsible for the color reproduction.

**Ad layouts:** Must be designed to the 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 and marks:** Registration, trim, bleed and center.



# Production Guidelines

## BetterInvesting Weekly

(Electronic Newsletter)

Ad Size	Width	Height
Top position	130 px	300 px
Small square	130 px	100 px

## BetterInvesting Pursuits

(Electronic Newsletter)

Ad Size	Width	Height
Right side position	170 px	300 px

## Member Website Banner Ad

Ad Size	Width	Height
Right side position	140 px	216 px

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## Banner Ad Specifications

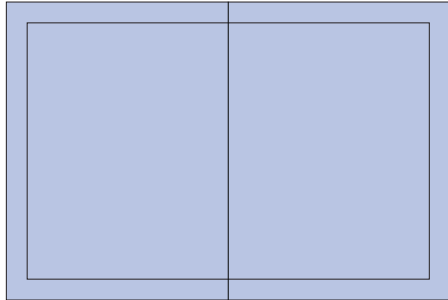
**Electronic format:** BetterInvesting is now offering advertising opportunities for its electronic newsletters. In keeping with industry standards regarding digital ad delivery, please ensure all files are produced according to our standards.

### Acceptable file formats:

- JPEG or GIF files only, 72 dpi, RGB color space.
- Files may be submitted through email.
- Only one ad per file.



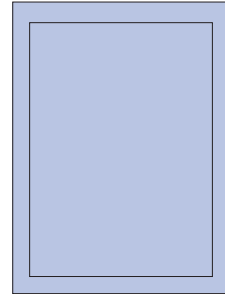
# BetterInvesting Magazine Ad Samples



## 2-Page Spread

with bleed:  
16" W x 10.75" H

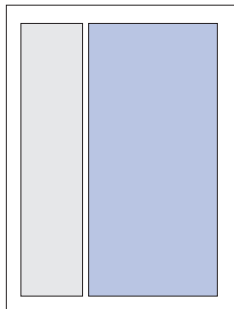
without bleed:  
14.75" W x 9.5" H



## Full Page

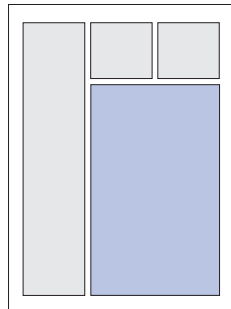
with bleed:  
8.125" W x 10.75" H

without bleed:  
6.875" W x 9.5" H



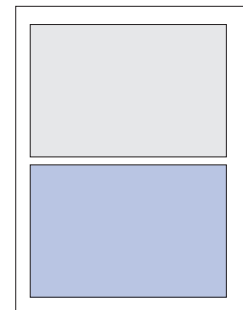
## 2/3 Page Vertical

4.4375" W x 10.75" H



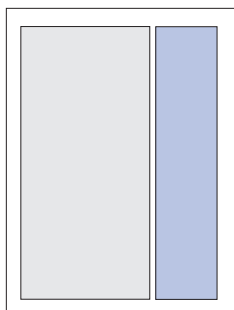
## 1/2 Page Vertical

4.4375" W x 7.25" H



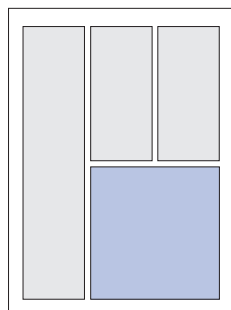
## 1/2 Page Horizontal

6.75" W x 4.5625" H



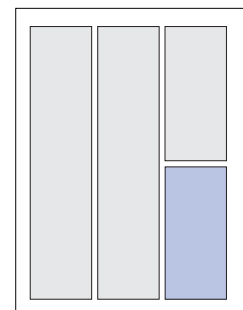
## 1/3 Page Vertical

2.125" W x 9.375" H



## 1/3 Page Square

4.4375" W x 4.5625" H



## 1/6 Page Vertical

2.125" W x 4.5625" H