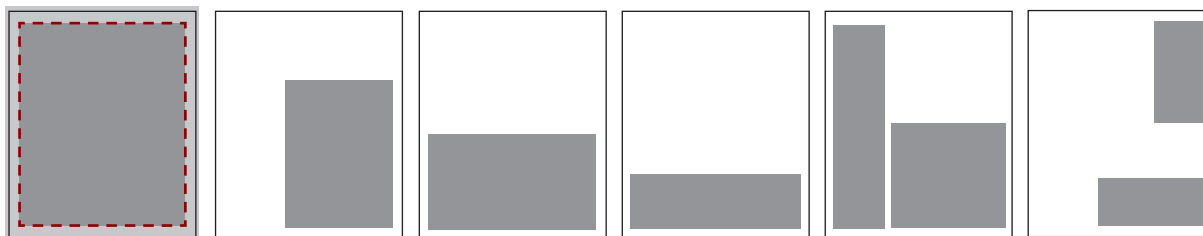


**silhouettes:** Magazine Trim Size: 9" x 10.875"



**cover/full page:**  
Bleed: 9.25" x 11.125"  
Trim: 9" x 10.875"  
Safe area: 8" x 9.875"  
Non-Bleed: 8" x 9.875"

**junior page:**  
5.225" x 7"

**1/2 page:**  
8" x 4.7"

**premium  
1/3 page:**  
8" x 3"

**1/3 vertical:**  
2.45" x 9.875"  
**1/3 square:**  
5.225" x 4.7"

**1/6 vertical:**  
2.45" x 4.7"  
**1/6 horizontal:**  
5.225" x 2.1875"

**acceptable formats:** MAC based platform. Preferred file format for electronic files is PDF/X-1a:2001. When generating your pdf, the pdf option/settings should be set for PDF/X-1a:2001 or PDF/Press Quality. All component files, fonts and resources must be properly embedded. Maximum Ink Density = 310%. We can also accept QuarkXPress 6.5, InDesign CS5, Photoshop CS5 & Illustrator CS5 files. When sending native files, be sure to include all fonts (screen and printer) and graphics used in the ad. Graphics must be supplied as PSD, EPS or TIFF files and must be in CMYK mode - **NO SPOT OR PANTONE COLORS**. All graphics must have an effective resolution greater than or equal to 300dpi. Crop and registration marks are not necessary.

**unacceptable formats:** WE CANNOT ACCEPT MICROSOFT WORD, PUBLISHER OR POWERPOINT FILES. IMAGES AND LOGOS COPIED FROM WEBSITES ARE ALSO UNACCEPTABLE - THEY LOOK FINE ON SCREEN, BUT REPRODUCE VERY POORLY IN PRINT.

**file delivery:** Ad submissions to [ads@mvmag.net](mailto:ads@mvmag.net). FTP info available upon request.

**coupons:** While ads may contain an offer, i.e. "Mention this ad and receive..." coupons are not allowed in the magazine. No dashed borders, scissor icons, or any other indication to clip or cut out is permissible.

**'best of' logos:** Promoting any 'best of' logos or awards, especially from a competing publication, is restricted. Any mention of the award cannot be in the main headline. 'best of' logos may be no larger than 1/2 the size of your company logo, and must be positioned towards the bottom of your ad.

**final approval:** Merrimack Valley Magazine has final approval on all artwork submitted, and may reject and ask for a replacement for ads that do not meet the above mechanical specifications, or if the ad's content is deemed unsuitable for publication.



**design services:**

Advertising Design Services are available to help you maximize your advertising dollars. Our designers have decades of experience creating ads for all types of companies: retail, business, health care, restaurants and more. We'll work with you to create a clean, effective ad that brings results. Design rate: \$95/hour. Please call your Account Manager for details.



## 2012 – 2014 editorial calendar & deadlines

Issue	Theme / Special Section	Ad Space Close / Materials for <b>mvm</b> to design your ad	Press Ready Materials Due	Publication Date
May/June '12	Innovation	Apr 6, 2012	Apr 13, 2012	May 7, 2012
July/Aug '12	MVMA Reader's Choice Awards / Summer Fun & Travel Guide	June 1, 2012	June 8, 2012	July 2, 2012
Sept/Oct '12	Health & Wellness	Aug 3, 2012	Aug 10, 2012	Sept 4, 2012
Oct '12	Home Décor ( Special Issue )	Aug 31, 2012	Sept 7, 2012	Oct 1, 2012
Nov/Dec '12	Holiday Gift Guide & Cooking with Local Chefs	Oct 5, 2012	Oct 12, 2012	Nov 5, 2012
Jan/Feb '13	Bridal Guide	Nov 30, 2012	Dec 7, 2012	Jan 7, 2013
Mar/Apr '13	Health & Wellness	Feb 1, 2013	Feb 8, 2013	Mar 4, 2013
Apr '13	Home Décor ( Special Issue )	Mar 1, 2013	Mar 8, 2013	Apr 1, 2013
May/June '13	Innovation	Apr 5, 2013	Apr 12, 2013	May 6, 2013
July/Aug '13	MVMA Reader's Choice Awards / Summer Fun & Travel Guide	May 31, 2013	June 7, 2013	July 1, 2013
Sept/Oct '13	Health & Wellness	Aug 2, 2013	Aug 9, 2013	Sept 2, 2013
Oct '13	Home Décor ( Special Issue )	Sept 6, 2013	Sept 13, 2013	Oct 7, 2013
Nov/Dec '13	Holiday Gift Guide & Cooking with Local Chefs	Oct 4, 2013	Oct 11, 2013	Nov 4, 2013
Jan/Feb '14	Bridal Guide	Nov 29, 2013	Dec 6, 2013	Jan 6, 2014
Mar/Apr '14	Health & Wellness	Jan 31, 2014	Feb 7, 2014	Mar 3, 2014

\*Calendar/Special Sections subject to change.

