

VMB

ADVERTISING CLOSING DATES

ISSUE	AD SPACE	AD MATERIAL
JANUARY	11/24	12/1
FEBRUARY	12/29	1/5
MARCH	1/26	2/2
APRIL	2/23	3/1
MAY	3/22	3/29
JUNE	4/28	5/5
JULY	5/24	5/31
AUGUST	6/21	6/28
SEPTEMBER	7/26	8/2
OCTOBER	8/23	8/30
NOVEMBER	9/27	10/4
DECEMBER	10/25	11/1

ADVERTISING SPECS & FILE INFORMATION

Center Spread*

TRIM: 16.5 x 10.875

BLEED: 16.75 x 11.125

Full Page**

TRIM: 8.25 x 10.875

BLEED: 8.5 x 11.125

2/3 Page: 4.875 x 9.75

1/2 Vertical: 4.875 x 7.125

1/2 Horizontal: 7.5 x 4.75

1/3 Vertical: 2.3125 x 9.75

1/3 Square: 4.875 x 4.75

1/6 Horizontal: 4.875 x 2.375

1/6 Vertical: 2.3125 x 4.75

Required format: PDF file.

Color mode: CMYK, No RGB or Spot Colors.

Maximum density: 300. **DPI:** 300.

Ad Delivery: E-mail ad files (10 MB or less) to your salesperson or directly to production at jsmith@va-business.com

*Center spread live area: 16 x 10.375

**Full page live area: 7.75 x 10.375

***No additional charge for bleeds.