



Newsletter

Advertisement Specifications

Publications of R. J. McClellan, Inc.
 445 Broadway Avenue #5 • St. Paul Park, MN 55071
 Phone: 651-458-0089 • Toll Free: 877-525-4589
 Fax: 651-458-0125 • e-mail: journal@rjmc.com
 www.rjmc.com

Advertisement Specifications

Artwork should be sent to: rjmcart@rjmc.com



Advertisement Dimensions

| Ad Size (within margins) | Wide (Inches) | X (Inches) | Height (Inches) | Ad Size (within margins) | Wide (Inches) | X (Inches) | Height (Inches) |
|-----------------------------|------------------|---------------|--------------------|------------------------------|------------------|---------------|--------------------|
| Full Page [^] | 7.25 | x | 10.0 | Business Card, Vertical | 2 | x | 3.5 |
| 2/3 Page ^{^^} | 7.25 | x | 7.0 | Business Card, Horizontal | 3.5 | x | 2 |
| 1/2 page, Horizontal | 7.25 | x | 4.75 | | | | |
| 1/2 Page Column | 3.5 | x | 9.0 | Special Placement Ads | | | |
| 1/3 page, Square | 4.75 | x | 4.75 | Back Cover ^{^^} | 7.25 | x | 7 |
| 1/4 page, Vertical | 3.5 | x | 4.75 | Inside Cover [^] | 7.25 | x | 10.0 |
| 1/4 page, Horizontal | 4.75 | x | 3.5 | Centerfold | 16.0 | x | 10.0 |

[^]Full Page & Inside Covers can Bleed:
 (Ad area is 8.25" x 10.75" add .125" for bleed on all sides.)

Page Margins:
 Sides: .5" • Top & Bottom: .375"

^{^^}Back Cover & 2/3 Page can Bleed:
 (Ad area is 8.25" x 7.25" add .125" for bleed at sides and bottom only.)

Advertisement Deadlines

Odd Month Issues*

| Issue | Artwork Deadline |
|-------------------|------------------|
| January/February | December 1 |
| March/April | February 1 |
| May/June | April 1 |
| July/August | June 1 |
| September/October | August 1 |
| November/December | October 1 |

* IL, MN, TX

Even Month Issues**

| Issue | Artwork Deadline |
|------------------|------------------|
| February/March | January 1 |
| April/May | March 1 |
| June/July | May 1 |
| August/September | July 1 |
| October/November | September 1 |
| December/January | November 1 |

** WI, IA, IN, MO

Misc. Information

- Advertising known to be misleading will not be accepted.
- Editorial style advertising copy may be labeled with the word "Advertisement"
- R.J. McClellan, Inc. specifically reserves the right to reject any advertising considered unsuited for the publication.
- R.J. McClellan, Inc. specifically reserves the right to remove/reject any advertising for non-payment of advertising services.

Advertisers Responsibility & Indemnification

Advertisers and ad agencies assume exclusive liability for content of all advertisements printed and also assume responsibility for any associated claims arising against the publisher and agree to hold harmless and indemnify publisher against all such claims, costs and attorney fees.

Ad copy

RJ McClellan produced ad copies sent to other publications carry a charge of \$50.00 per occurrence.

Artwork

File Format:

- We accept the following file formats: .eps, .pdf, .tif, .ai, .indd & .psd
- All file formats must have a minimum of 300 dpi resolution.

Color Mode:

- All color artwork and/or images must be provided in CMYK
- All black & white artwork and/or images must be provided in grayscale

Fonts:

- Fonts must be embedded in .PDF files
- Fonts must be outlined or converted to paths or curves in .eps and .pdf files
- InDesign files (.indd): Please package all fonts and images with the file. (MAC only)

Bleeds:

- Add .125" to the bleed edges of your file for bleeds.
- Keep critical text and graphics a minimum of .25" from edge.

