



Mechanical Specifications

ADVERTISING MATERIAL

Digital materials (preferred): High resolution PDF files; EPS files, CMYK (no spot or lab colors unless by special arrangement with sales representative), PMS colors will be automatically converted to CMYK, all type converted to outlines; CMYK TIFF files, 300 dpi minimum.

Send each page as single PDF. No spreads. No bleed on fractional ads. Single crop marks should be offset .25 inch.

MECHANICALS

Printing Process: Web Offset Binding: Saddle-stitched (jogged to the foot)
Trim Size: 7 x 10

INSERTS

Please contact *AAA World* Production for details. Publisher reserves the right to omit inserts not complying with specifications. Send each page as single PDF. No spreads. Single crop marks should be offset .25 inch. Must supply printed or pdf proofs with pages labeled for orientation.

DIGITAL FILE DELIVERY

AAA World accepts digital files through many portals, including e-mail and FTP. Send camera ready ad materials and your contact information to Custom Media Options (CMO), attention Ivy Ammann at iammann@custommediaoptions.com. Please also copy Kimberly Jones on *AAA World* Production team at kjones3@aaamidatlantic.com. For files larger than email capacity, [Click here](#) to upload files to our ShareFile.

ADVERTISER PROOFS

Two press proofs required with each ad. *AAA World* shall not be held responsible for color accuracy, if no color proof is provided.

Any questions on specs please contact

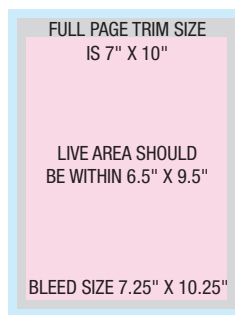
Kim Jones, 302.299.4269 kjones3@aaamidatlantic.com or
Steve McDonald, 302.299.4268 smcdonald@aaamidatlantic.com

2019 Publishing Calendar

Issue	Space	Ad Material	In Home
Jan./Feb.	Oct. 31	Nov. 30	Dec. 29– Jan. 2
Mar./Apr.	Dec. 31	Jan. 25	Feb. 26–Mar. 2
May/June	Feb. 25	Mar. 22	Apr. 23–27
July/Aug.	Apr. 22	May 24	June 25–29
Sept./Oct.	June 24	July 26	Aug. 27–Aug. 31
Nov./Dec.	Aug. 26	Sept. 27	Oct. 26–30
Jan./Feb. ('20)	Oct. 28	Nov. 27	Dec. 28–Jan. 2, 2020

No cancellations accepted after the closing date.

Standard Ad Sizes (in inches)

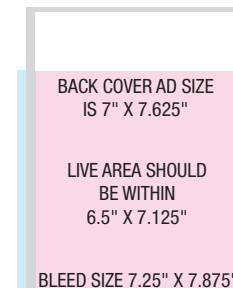


FULL PAGE

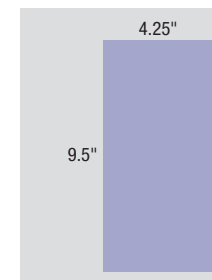
MAGAZINE TRIM SIZE
7" wide X 10" high

FULL-PAGE LIVE AREA
6.5" wide X 9.5" high

TWO-PAGE SPREAD
14" wide X 10" high



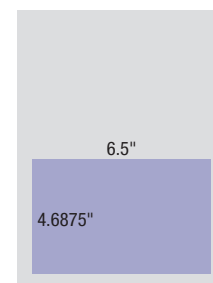
Back Cover



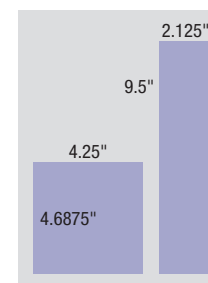
2/3 PAGE

2/3 VERTICAL ONLY
4.25" wide X 9.5" high

1/2 HORIZONTAL ONLY
6.5" wide X 4.6875" high



1/2 PAGE



1/3 SQUARE OR
VERTICAL

1/3 PAGE SQUARE
4.25" wide X 4.6875" high

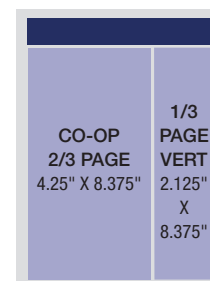
1/3 PAGE VERTICAL
2.125" wide X 9.5" high

Travel Planner / Co-op Ad Sizes



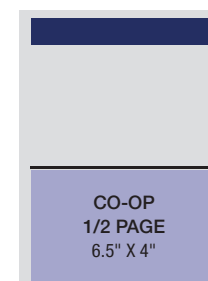
FULL PAGE
6.5" wide X 8.375" high

2/3 PAGE
4.25" wide X 8.375" high



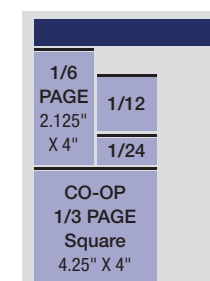
1/2 PAGE
6.5" wide X 4" high

1/3 PAGE SQUARE
4.25" wide X 4" high



1/3 PAGE VERTICAL
2.125" wide X 8.375" high

1/6 PAGE
2.125" wide X 4" high



1/12 PAGE
2.125" wide X 1.875" high

1/24 PAGE
2.125" wide X 0.875" high