

Ad Design Services, Art Deadlines, & Ad Sizes

For small business advertisers who need ad design assistance

Cy-Fair Magazine sometimes works directly with small businesses that do not have graphic designers/agencies. We help create ads targeted to our audience using our advertising expertise. Ads are for Cy-Fair Magazine use only. Industry rates apply.

AD MATERIALS & DUE DATES

We will need your logo, completed "About Your Ad" sheet, and any other materials used to create your ad on or before:

- December 30 (Spring Issue)
- January 30 (Cy-Fair Life Newcomer & Relocation Guide)
- March 30 (Summer Issue)
- June 30 (Fall Issue)
- September 30 (Winter Issue)

Materials received after above dates will be assessed late fees of \$50-\$150 or will not be accepted.

We accept the following items used to create your ad:

- High Resolution Logos
- High Resolution, Professional Photos
- Your Printed Materials or Brochures we can scan
- Examples of Past Ads, Business Cards, Signage (so we can get an idea of your branding and style)

We do not accept:

- Web Graphics, Low Resolution Photos, or Unprofessional Photos
- Copyright Protected Photos or Ads to replicate/use
- Before and After Photos, Suggestive Photos, or anything that may be offensive to our family audience

What if you do not have any materials?

We will use a stock photo that is representative of your target audience and a font style that resembles a logo.

FINAL AD APPROVALS

You will need to be available for ad reviews/approvals (via email). We will need your signed ad approval form in our office by:

- January 15 (Spring Issue)
- February 15 (Cy-Fair Life Newcomer & Relocation Guide)
- April 15 (Summer Issue)
- July 15 (Fall Issue)
- October 15 (Winter Issue)

Ads that have not been approved by the 15th and require additional changes will be assessed a \$150 Rush Fee. When no approval is received, we reserve the right to run the last draft sent to you or a previous issue's ad. NOTE: We provide a total of 3 ad proofs before additional fees are assessed.

WEB SKYSCRAPER ADS

We will base your web skyscraper ad design on your print ad design so there is consistency in your branding and message. We must receive adequate materials from you at least two weeks before your ad is scheduled to go live on Cy-FairMagazine.com or posting may be delayed.

SENDING ART MATERIALS

Please email forms and materials to your customer service representative or customerservice@cyfairmagazine.com. Ad changes are not accepted until your AD CHANGE REQUEST FORM is received by our office. Files that are too large to be sent through email (over 5MB) may be sent using yousendit.com, a free file transfer service.

Questions? Please email your customer service representative or customerservice@cyfairmagazine.com.

CY-FAIR
magazine™
CYFAIRMAGAZINE.COM

AD SIZES & DIMENSIONS

FULL PAGE

Final Trim Size:
8.37 in. X 10.87 in.

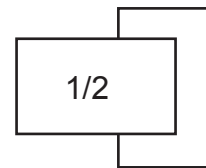
Live Area:
7.25 in. X 9.87 in.

Bleed Amount: .25 in.



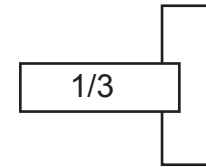
HALF PAGE

(Horizontal)
7.25 in. X 4.85 in.



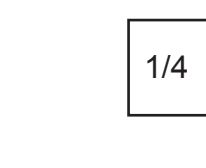
HALF PAGE

(Vertical)
3.54 in. X 9.87 in.



ONE THIRD PAGE

(Horizontal)
7.25 in. X 3.18 in.



ONE THIRD PAGE

(Vertical)
2.30 in. X 9.87 in.

QUARTER PAGE

3.54 in. X 4.85 in.



REV 1.17.12