

# Camera Ready Ads

For submissions from Graphic Designers, Ad Agencies, and PR/Marketing Firms

**Agencies and Designers - please adhere to the following dates and ad specifications.**

## ART DEADLINES - PRINT ADS

Our camera ready art deadlines are below:

### Closing Dates & Deadlines

Issue	Issue Date	Shelf Life	Sales Closing	Due Date
Spring	Feb. 15	Feb., Mar., April	Dec. 15	Jan. 15
Summer	May 15	May, June, July	Mar. 15	April 15
Fall	Aug. 15	Aug., Sept., Oct.	June 15	July 15
Winter	Nov. 15	Nov., Dec., Jan.	Sept. 15	Oct. 15
Cy-Fair Life	Spring	2012	Jan. 15	Feb. 15

You may request a 5-day extension to the 20th of the month by emailing your customer service representative in advance.

**LATE FEES** - Ads received the 21st - 25th (after the deadline extension period) will be assessed a \$150 Press Fee - no exceptions. Ads received after the 25th will not be accepted.

## FILES & AD SPECS

**FILES:** We accept PDF, JPEG, TIFF, EPS, or PSD.

**RESOLUTION:** File, all images, and graphics contained in the file must be 300 dpi or higher.

**BLEED:** Must be extended by 1/4 in. on all sides; crop marks must be offset a minimum of 1/4 in.

**TRIM SIZE:** Keep text and art well within the live area of 7.25 in. X 9.87 in.

**FONTS:** Must be converted into outlines or embedded into the file.

**PROCESS:** Four-color process (CMYK). Please convert all spot colors and RGB.

## ALTERATIONS

Print or web ads requiring us to size, modify, adjust, or add layers will be billed an additional \$50 - \$250 fee, depending on the modifications needed.

## WEB SKYSCRAPER ADS

**RESOLUTION:** File, all images, and graphics contained in the file must be 72 dpi or higher.

**AD SIZE:** 170 X 756 pixels

Please submit ad at least **one week prior** to the ad going on CyFairMagazine.com.

## HOW TO SUBMIT ART

Please email ads to your customer service representative and our art department at [customerservice@cyfairmagazine.com](mailto:customerservice@cyfairmagazine.com) and [artwork@cyfairmagazine.com](mailto:artwork@cyfairmagazine.com). Files that are too large to be sent through email (over 5 MB) may be sent using [yousendit.com](http://yousendit.com), a free file transfer service. Please make sure you receive confirmation from us that your ad was received.

**Questions?** Please email your customer service representative or [customerservice@cyfairmagazine.com](mailto:customerservice@cyfairmagazine.com).

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 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.

FULL

### HALF PAGE

(Horizontal)  
7.25 in. X 4.85 in.

1/2

### HALF PAGE

(Vertical)  
3.54 in. X 9.87 in.

### ONE THIRD PAGE

(Horizontal)  
7.25 in. X 3.18 in.

1/3

### ONE THIRD PAGE

(Vertical)  
2.30 in. X 9.87 in.

### QUARTER PAGE

3.54 in. X 4.85 in.

1/4

**UNACCEPTABLE MATERIALS NOTICE:** All ads must be suitable for our family audience. We reserve the right to refuse ads that we deem inappropriate for our audience. For example, ads with suggestive photos or content; ads that promote smoking or alcohol; ads with questionable or outlandish claims; ads that are upside down, extremely visually unappealing, or overly text-heavy, etc. Submitter absolves publisher of all content contained within the ads we accept.

# Ad Change Deadlines & Ad Sizes

For small business advertisers who need changes to their existing ad designed by Cy-Fair Magazine

**If you need us to make changes to your existing ad, please adhere to the following dates and deadlines. Due to software compatibility and copyright issues, we are not able to alter ads that we did not design.**

## ART CHANGE FORMS DUE

Please submit an AD CHANGE REQUEST FORM and any new text, photos, or logos by the deadline below:

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

If you need an AD CHANGE REQUEST FORM, email [customerservice@cyfairmagazine.com](mailto:customerservice@cyfairmagazine.com).

## HOW MUCH WILL IT COST?

Fees for changes to your Cy-Fair Magazine ad will range between \$50-\$250, depending on the type and amount of changes needed.

## FREE AD CHANGE WITH UPSIZE

To avoid graphic design fees, you may choose to upsize to a bigger ad and we will waive your ad change fees. Ask your customer service representative about this option if you're interested.

## 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

You may use the AD CHANGE REQUEST FORM to make changes to your web skyscraper ad, (nominal fees will apply). We must receive adequate materials from you at least two weeks before your ad is scheduled to go live on CyFairMagazine.com or posting may be delayed.

## SENDING ART MATERIALS

Please email forms and materials to your customer service representative or [customerservice@cyfairmagazine.com](mailto: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](http://yousendit.com), a free file transfer service.

**Questions?** Please email your customer service representative or [customerservice@cyfairmagazine.com](mailto:customerservice@cyfairmagazine.com).

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CYFAIRMAGAZINE.COM



# 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)
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- 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](http://yousendit.com), a free file transfer service.

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8.37 in. X 10.87 in.

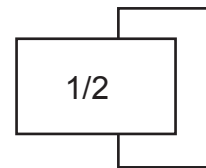
Live Area:  
7.25 in. X 9.87 in.

Bleed Amount: .25 in.



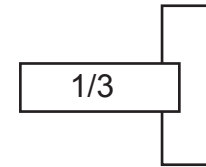
### HALF PAGE

(Horizontal)  
7.25 in. X 4.85 in.



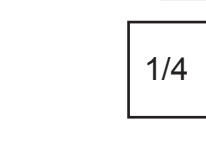
### HALF PAGE

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REV 1.17.12