

## FOUR-COLOR DISPLAY

AD UNIT	BLEED AD SIZE*	TRIM SIZE	NON-BLEED AD SIZE
Spread**	16" x 10.75"	15.75" x 10.5"	14.875" x 10.0"
Full Page	8.125" x 10.75"	7.875" x 10.5"	7.0" x 10.0"
Back Cover	8.125" x 8.375"	7.875" x 8.125"	7.0" x 7.625"
2/3 Page Vertical	---	---	4.625" x 10.0"
1/2 Page Horizontal	---	---	7.0" x 4.875"
1/3 Page Square	---	---	4.625" x 4.875"
1/3 Page Vertical	---	---	2.25" x 10.0"

## FOUR-COLOR TRAVEL DIRECTORY

1/6 Page Vertical	---	---	2.125" x 4.625"
1/12 Page Vertical	---	---	2.125" x 2.0625"

### Full Page Ad Size:

- Trim Size : 7.875" x 10.5"
- Bleed Size : 8.125" x 10.75"
- Live Area : 7.375" x 10.0"
- Safety Margin : 0.25"

## MECHANICALS

Printing Process: Web Offset (Heatset)  
Binding: Saddle-stitched (jogged to the foot)

\* For all bleed ads, create page layout document to Trim Size, then add .125" bleed to all four sides.

**It is highly recommended that all critical design, type and copy elements stay within the Live Area dimensions (.25" in from trim size on all sides, or .375" in from bleed on all sides) to ensure all pertinent information is within trim safe zone.**

\*\* For spread ads, create page layout document as two facing pages each sized at 7.875" x 10.5". Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed. **Allow at least .25" safety at gutter of each page for design and type running across gutter.**

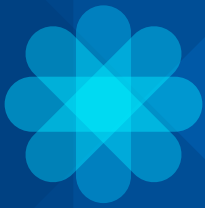
## ADVERTISING MATERIALS

### Preferred File:

PDF created using the PDF/x-1a:2001 standard setting.

**Other File Types Accepted:** Macintosh InDesign, QuarkXpress, Photoshop and Illustrator. Please supply all links and fonts used in the document.

- 1) Convert all spot colors to 4 color process (CMYK)
- 2) Our maximum Total Area Coverage (TAC) or ink density is 300.
- 3) Make sure that all images are high resolution (300 ppi) and are in CMYK color mode. Note that enlarging an image with a resolution of 300 ppi over 125% in the page layout file will lower the resolution to the point that image quality degradation may be noticeable when printed.



## FOUR COLOR CO-OP : NON-BLEED

### 4 COLUMN AD UNIT

1/2 Page  
1/4 Page  
1/8 Page Vertical  
1/8 Page Horizontal  
1/16 Page  
Listing with Logo  
(+ 25 words of copy)

### 4 COLUMN AD SIZE

7" x 4.1875"  
3.4375" x 4.1875"  
1.625" x 4.1875"  
3.4375" x 2.0"  
1.625" x 2.0"  
1.625" x 1.0"

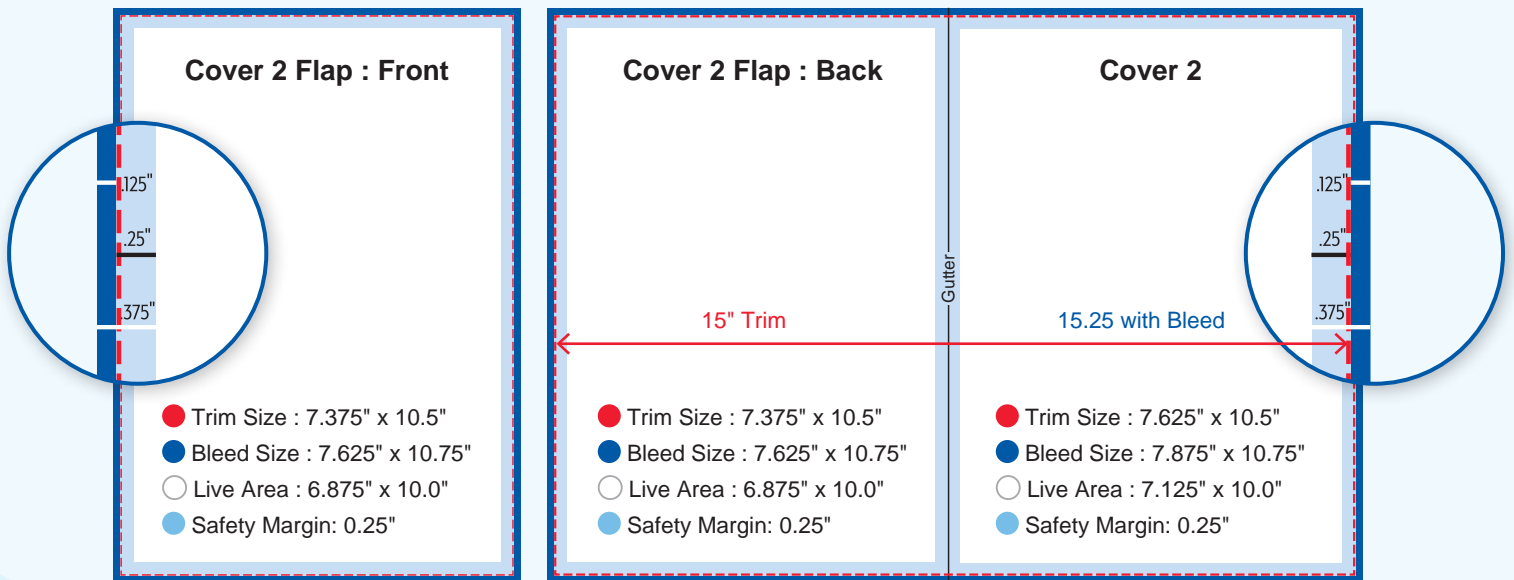
### 3 COLUMN AD UNIT

1/3 Page  
1/6 Page Vertical  
1/12 Page  
---  
---  
---

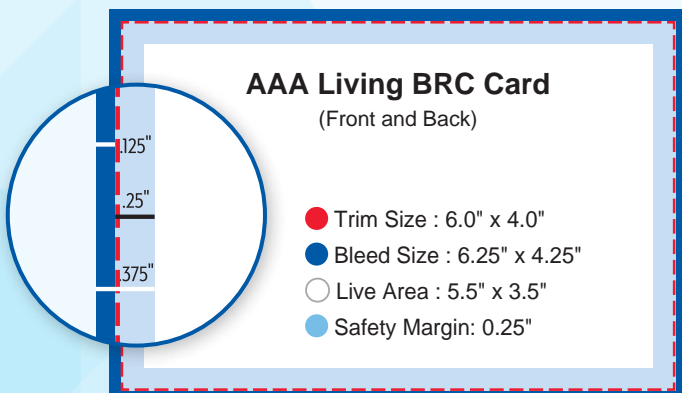
### 3 COLUMN AD SIZE

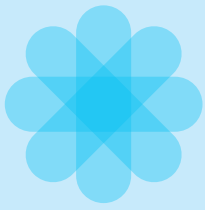
4.625" x 4.0"  
2.25" x 4.0"  
2.25" x 2.0"  
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## GATEFOLD



## BRC CARDS





## DEADLINE SCHEDULE

ISSUE	RESERVATION	MATERIALS	IN HOME
Jan./Feb.	Oct. 17, 2016	Nov. 2, 2016	Jan. 6, 2017
March/April	Dec. 19, 2016	Jan. 5, 2017	March 3, 2017
May/June	Feb. 20, 2017	March 8, 2017	May 5, 2017
July/Aug.	April 17, 2017	May 3, 2017	June 30, 2017
Sept./Oct.	June 19, 2017	July 5, 2017	Sept. 2, 2017
Nov./Dec.	Aug. 21, 2017	Sept. 6, 2017	Nov. 3, 2017

## AD POLICIES

### ADVERTISING ACCEPTANCE

The publisher reserves the right to accept or decline any advertising. The advertiser assumes liability for all advertising content (including text, representations and illustrations of advertising as depicted whether in print or digital medium) and also assumes responsibility for any claims arising thereof made against the publisher. An advertisement that simulates editorial content will be labeled with the word "Advertisement." When a change in copy is not received by the material due date, copy run in the previous issue will be inserted. Late fees may be assessed for copy received after the due date. Publication of an advertisement demonstrates acceptance by the publisher. Prior to publication, there is no obligation or liability upon the publisher. No credit for positioning unless agreed to in writing.

### READER SERVICE

Available to all advertisers placing insertions in print editions. Insertions received after Closing Date may not receive a listing.

### COMMISSIONS/CREDIT

Agency Commission: 15% for gross rates. Net in 30 days. First-time advertisers required to pay in advance. Publisher reserves the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

### ADVERTISER PROOFS

Press proof required with each ad. *AAA Living* shall not be held responsible for reproduction if no proof is provided.

### CANCELLATION

Cancellation will not be accepted by the publisher after Closing Date. Cancellation must be in writing.

### MAILING AND SHIPPING INSTRUCTIONS

Advertising submissions via email are preferred for files less than 10 MB. The file should include the advertiser's name, the region(s) the ad is to run in, the issue date and advertiser contact information.

Email files to:

[AAALiving@hour-media.com](mailto:AAALiving@hour-media.com). For electronic submissions larger than 10 MB, we require advertisers to submit their ads through our secure FTP site. For login and password information, please contact the ad coordinator at 248-691-1800, ext. 128.

Advertising submissions via CD-ROMs and DVDs are also permissible. If art is mailed, a hard-copy color proof is required. Ship to *AAA Living*, Attn: Ad Coordinator, 5750 New King Drive, Suite 100, Troy, MI 48098.