

# AMERICAN BEEKEEPING FEDERATION QUARTERLY



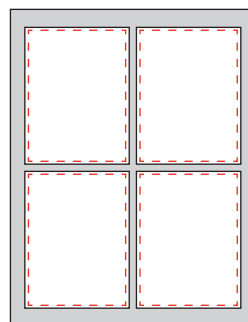
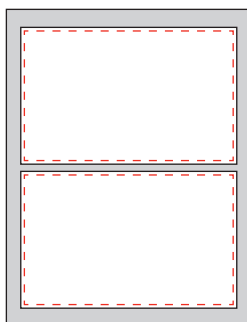
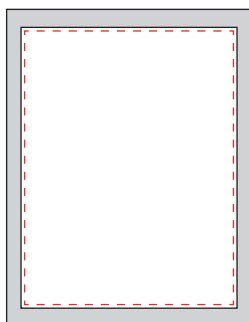
## Advertising Specifications for ABF Quarterly

SIZE:	TRIM SIZE:	BLEED SIZE:	LIVE AREA:
Full Page	7.375" x 9.75" tall	7.625" x 10"	7.125" x 9.5"
Half Page	7.375" x 4.75" tall	7.625" x 5"	7.125" x 4.5"
Quarter Page	3.5625" x 4.75" tall	3.8125" x 5"	3.3125" x 4.5"

Full Page Ad Trim Size: 7.375" x 9.75"  
Live Area Size: 7.125" x 9.5"

1/2 Page Ad Trim Size: 7.375" x 4.75"  
Live Area Size: 7.125" x 4.5"

1/4 Page Ad Trim Size: 3.5625" x 4.75"  
Live Area Size: 3.3125" x 4.5"



**\*Discounts for display ads PAID IN ADVANCE:**  
10% discount on four consecutive issues.

### Ad Information:

- Do not place a black line or frame around ad
- Please be advised that if your artwork does not adhere to the specifications above, you accept the risk it will not appear correctly in the final printed document.
- Please contact us if you have questions regarding your artwork. If compliant graphic design services are needed, we can provide them at \$100 per hour.
- If you want your ad on the back cover, please contact the ABF for ad size specifications.

### 2018 Ad Deadlines:

**Final ad must be received by the ABF no later than the date listed below:**

Jan./Feb./March Issue: January 22, 2018

April/May/June Issue: April 23, 2018

July/Aug./Sept. Issue: July 23, 2018

Oct./Nov./Dec. Issue: October 22, 2018

### Acceptable Digital File Format:

Adobe Acrobat PDF. Files should be setup at 100%. No rotations.

Trim and bleed marks should be included in file if ad bleeds.

Please submit PDFs with the PDF/X-1a: 2001 preference in Adobe Acrobat. High resolution (300 dpi) PDF files will be accepted if down sampling is turned off, all images and colors must be converted to CMYK, and all fonts are embedded.

### Send Ads to:

**sbailey@abfnet.org**

*Please e-mail press-ready PDFs labeled with advertiser's name.*