

## 2008 CLOSING DEADLINES

ISSUE	SPACE, 5PM	CAMERA-READY ARTWORK, 12PM (New Advertisers Only)	AD CHANGES, 5PM (Current Advertisers)
January	December 10	December 12	December 8
February	January 14	January 16	January 8
March	February 12	February 15	February 8
April	March 12	March 14	March 7
May	April 11	April 15	April 8
June	May 12	May 15	May 8
July	June 12	June 16	June 9
August	July 11	July 14	July 8
September	August 12	August 15	August 8
October	September 12	September 15	September 8
November	October 13	October 15	October 8
December	November 10	November 12	November 7

### Digital Edition ONLY:

Make your ad "live" with instant click-through capability to your website right from your ad in the digital edition of *austinwoman*.

Click-through add on: \$75/month

All Ads are included in Print + Digital Editions.

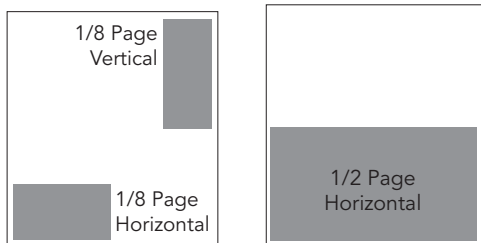
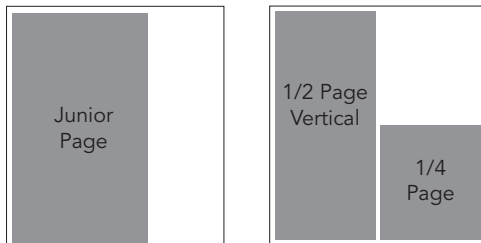
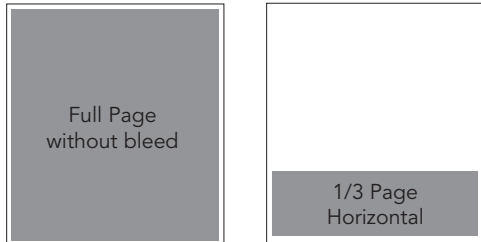
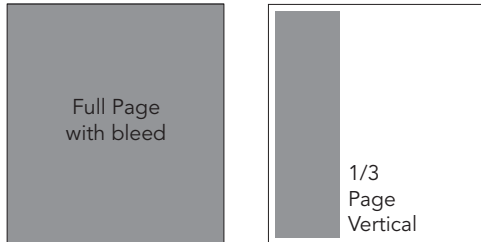
- Full Color included in price
- All Rates are net
- Basic ad design included in price
- Position Guarantee — Add 20% for guaranteed position

#### Ask about our new Web Site banner ads:

- Leader Board
- Side Square
- Column

**Inserts:** See your account executive for details.

# advertising specifications



Ad	Inches (w x h)
Full Page with bleed	9.5 x 10.5 (finished to 9 x 10)
Full Page without bleed	8.406 x 9.406
Junior Page	5.5625 x 9.406
1/2 Horizontal	8.406 x 4.625
1/2 Vertical	4.109 x 9.406
1/3 Horizontal	8.406 x 3.078
1/3 Vertical	2.719 x 9.406
1/4 Page	4.109 x 4.625
1/8 Horizontal	4.109 x 2.313
1/8 Vertical	2.055 x 4.625

## PRINTING SPECIFICATIONS

Tabloid, 9.00" X 10.00"  
 80# Gloss Cover, 45# gloss inside  
 150 Line-Screen inside  
 175 Line-Screen Cover  
 Perfect-binding

*austinwoman* magazine reserves the right to edit or reject any advertising copy or graphics at any time for any reason.

## FTP INSTRUCTIONS

*austinwoman* magazine provides easy file transfer via FTP. Access our FTP site using your internet browser or an FTP program like Fetch® or WSFTPPro®.

HOST NAME: ftp.austinwomanmagazine.com  
 USER NAME: advertiser (case sensitive)  
 PASSWORD: guest100 (case sensitive)  
 NAME FILE AS: AWM\_advertiser\_mmyy.pdf (mmyy is month run-date)

# advertising submission guidelines

## CAMERA-READY ADS

- Final ads accepted as PDF format
- Embed all images; outline fonts or flatten artwork; no layers
- No margins or crop marks; please crop your ad to the final ad size before submitting
- All ads should have borders of at least 1 point or better or bleed edge; no floating ads
- All images must be at least 300 dpi or better
- Artwork for color ads should be CMYK format

## ARTWORK SUBMISSION GUIDELINES FOR ADS CREATED BY AUSTINWOMAN MAGAZINE

- Artwork accepted as TIFF, EPS, PDF **only**
- All fonts from vector applications should be outlined and artwork embedded
- Advertisers may be subject to an additional fee if images are acquired on their behalf by *austinwoman* magazine, with their approval
- Advertiser must provide logo, copy points and any art or graphics desired in the ad
- Advertiser must own publication rights to any art or graphics provided to *austinwoman*
- Ads designed by austinwoman magazine are the sole, copyrighted property of *austinwoman* magazine. Ads may not be used in any other capacity without written permission from the publisher.