

# LivAbility

## Magazine

### Print Advertising Specifications

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The free quarterly publication contains articles that promote an active, fulfilling lifestyle for every ability. *LivAbility* currently mails to 2,600 individuals and an additional 3,400 copies are distributed at various locations, predominately in Maricopa County.



#### ■ Submission Requirements

Send ads that are high-resolution (300 dpi) PDF files with all graphics, photos and fonts embedded. Images and colors in the ad must be CMYK processed colors. Results cannot be guaranteed if the files are not sent as specified. Information available upon request.

TIF and JPG files are acceptable if resolution is at least 300 dpi. Not accepted are files created in Microsoft Word (or similar Microsoft word-processing programs), Microsoft Publisher, CorelDraw or Pagemaker.

For each new ad, please provide a text file that includes all of the text within the ad. This will be used to create the accessible online version of the magazine for people with visual impairments. Accepted file types are txt, doc and docx.

#### ■ How to Submit Files

Advertising files can be uploaded online at [www.Ability360.org/SubmitAd](http://www.Ability360.org/SubmitAd)

Publisher reserves the right to use previous ad materials if new materials are not received by deadline.

#### ■ Print Schedule

The magazine is printed quarterly.

- January
- April
- July
- October

Print Ad Sizes	Trim Size (W x H) inches	Single Issue	Annual (x4)	% Disc
Back Cover (with bleed)	8.5 x 11	\$1,200	\$1,000	17%
Inside Cover (with bleed)	8.5 x 11	\$1,000	\$875	13%
Full page (with bleed)	8.5 x 11	\$750	\$675	10%
1/2 page spread (with bleed)	17 x 5.25	\$750	\$675	10%
1/2 page horizontal (with bleed)	8.5 x 5.25	\$450	\$425	6%
1/2 page horizontal	7.3 x 4.35	\$400	\$375	6%
1/2 page vertical	3.5 x 9	\$400	\$375	6%
1/4 page	3.5 x 4.35	\$250	\$235	6%
1/3 page tall	2.25 x 9	\$325	\$305	6%
1/3 page short	4.75 x 4.35	\$325	\$305	6%

**Ads with bleed** - Set bleed to .125 inches **Typography Safe Zone** - .25 inches away from page trim.

Advertising design and photography available. Contact us for a quote.

Visuals below show total size, including bleed.

