

Advertising Specifications - Print

FOUR COLOR DISPLAY			
AD SIZE	BLEED AD SIZE*	TRIM SIZE	NON-BLEED 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	
AD SIZE	NON-BLEED SIZE
1/6 Page Vertical	2.125" x 4.625"
1/12 Page	2.125" x 2.0625"

MECHANICALS

Printing Process: Web Offset (Heatset)
 Trim Size: 7.875" x 10.5"
 Binding: Saddle-stitched (jogged to the head)

* 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 both top and bottom and .4375" in from trim on both 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. Indicate trim on furnished proof.

AAA Living Deadlines for Print and Digital

SCHEDULE				
ISSUE	FORMAT	SPACE	MATERIALS	IN HOME
Jan/Feb	complement to print	Oct 31	Nov 7	Jan 13
March/April	complement to print	Jan 2	Jan 9	Mar 16
May/June	complement to print	Mar 5	Mar 12	May 18
July	digital only	Apr 30	May 7	Jul 15
Sept/Oct	complement to print	Jul 2	Jul 9	Sept 14
November	digital only	Sept 3	Sept 10	Nov 15

 Bleed ads available on full page ads and spreads only

Advertising Specifications & Policies

PRINT & DIGITAL 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 printed) and also assumes responsibility for any claims arising thereof made against the publisher. An advertisement which 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.

DISCLAIMER

Any reflowing of text in layout because file was not ripped through a high-end output device, 600 dpi or above will not be the responsibility of the magazine. Ads not conforming to correct sizes will not be used. Extra charges may apply if materials are received in IBM software. Call for pricing.

ADVERTISER PROOFS

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

ADVERTISING MATERIALS

Digital materials required: EPS files, CMYK (no spot colors), JPEG; PDF files (please contact your sales representative for preparation guidelines); Macintosh QuarkXpress 6.0 or later files with all postscript fonts and art included. (True Type, Multiple Master and Open Type will not be accepted.)

CANCELLATION

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

DIGITAL AD SPECIFICATIONS

RECOMMENDED SPECS FOR DIGITAL ONLY ADS

Trim size:
15.75" X 10.5" spread
7.87" x 10.5" full page
2.125" x 4.625" 1/6 page vertical

Minimum suggested font size: 16 pt.

Most commonly recommended fonts for web:

Arial, Comic Sans, Courier New, Georgia, Trebuchet and Verdana

Large colorful images on open and airy layouts — important to remember difference between print and digital.

Minimum 300 dpi

FUNCTIONALITY SPECIFICATIONS

Live Links

Send links to your sales rep for review with the linking policy.

Ad Gen

AAA members can e-mail a question directly from the digital magazine. Supply an e-mail address to receive inquiries.

Audio

Send audio files embedded in a Flash document. Our digital publisher also accepts .mp3 or .wav files. Mp3 files should be set at a sample rate of 11kHz, 22kHz, 44kHz or 96kHz.

Video

Send video files as an .flv or .avi file. Our digital publisher also accepts Windows Media Player, Real Video or QuickTime 9 formats.

When sending QuickTime video files, please avoid using these video codecs: Intel Indeo Video and SoftDV. The recommended video codes for QuickTime 9 are:

- Uncompressed video
- Sorenson video 1,2, and 3
- Motion JPEG A and B

When sending QuickTime 9 video files, please avoid using the IMA 4:1 audio code. The recommended audio codecs for QuickTime 9 are:

- Uncompressed audio
- * ALaw 2:1
- ADPCM

When sending .avi files, avoid using the Intel Indeo video code.

MAILING AND SHIPPING INSTRUCTIONS

DIRECT MATERIAL QUESTIONS, PROOFS AND ARTWORK FILES TO:

AD COORDINATOR

AAA Living
117 W. Third St.
Royal Oak, MI 48067

AAALiving@hour-media.com
248-691-1800 X128

DIGITAL FILE DELIVERY

AAA Living accepts files through many portals, including e-mail and FTP. Please contact the advertising coordinator to access our FTP site.