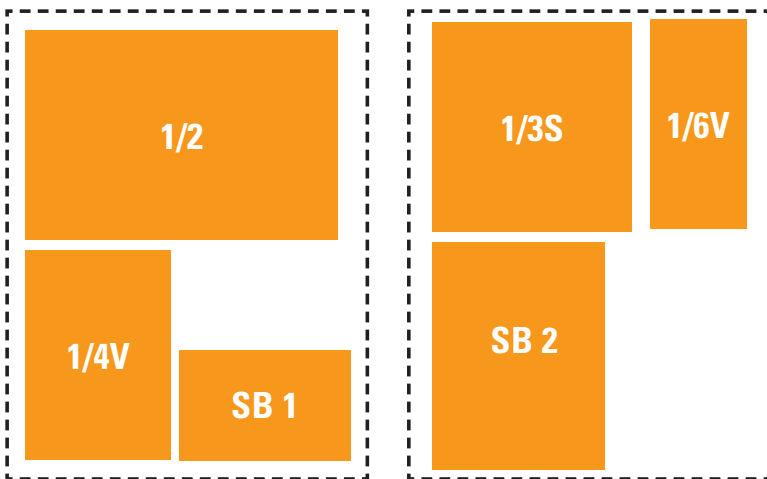
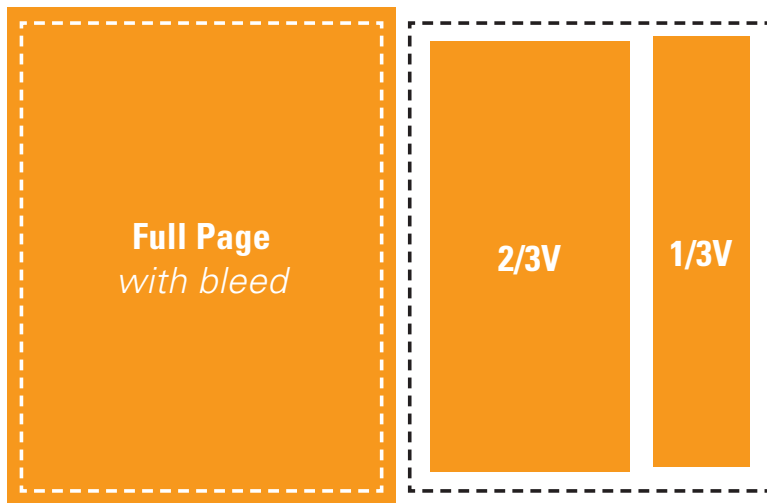


ADVERTISING SPECIFICATIONS & DEADLINES ◀

Production Guidelines

What's Up? Media is committed to the accurate reproduction of advertisements. Advertisers are strongly encouraged to submit high-quality materials. Publisher reserves the right to reject materials of inferior quality or to alter incorrectly sized ads. All digital files need to be Mac files. All images must be 300 dpi CMYK files. All camera-ready advertisements must be submitted as a digital press-optimized PDFs.

Files may be submitted via e-mail to the Production Manager at productionmanager@whatsupmag.com. What's Up? Media is not responsible for errors if a proof does not accompany all digitally submitted ads.



Insertion Dates - 2018

2018 Issue	Sales Close	Ads Due/Approved
January	November 21	December 1
February	December 22	January 5
March	January 24	February 2
April	February 21	March 2
May	March 21	March 29
June	April 18	April 27
July	May 23	June 1
August	June 20	June 29
September	July 25	August 3
October	August 22	August 31
November	September 19	September 28
December	October 24	November 2

Ad Specifications

Full Page Trim

8 3/8" X 10 7/8"
(8.375 x 10.875)
(Please include 1/8"
bleed - 8.625 x 11.125)

2/3V
4 5/8" x 10"
(4.625 x 10)

1/3V
2 1/4" x 10"
(2.25 x 10)

1/2
7 1/8" x 4 7/8"
(7.125 x 4.875)

1/4V
3 3/8" x 4 7/8"
(3.375 x 4.875)

1/3S
4 5/8" x 4 7/8"
(4.625 x 4.875)

1/6V
2 1/4" x 4 7/8"
(2.25 x 4.875)

Small Business 1
3 1/2" X 2 1/4"
(3.5 x 2.25)

Small Business 2
3 1/2" X 4 5/8"
(3.5 x 4.625)



FULL PAGE
AD DIMENSIONS

TRIM SIZE
8.375 in. x 10.875 in.

KEEP ALL IMPORTANT IMAGES AND TEXT WITHIN THIS AREA

ENTIRE DOCUMENT SIZE WITH BLEED

(Extend your ad's background to this area but not important images or text)

8.625 in. x 11.125 in.

FULL PAGE AD WITH NO BLEED WILL HAVE
WHITE ALL AROUND THE AD

7.375 in. x 9.875 in.

Make sure all images are at a resolution of 300 dpi and are CMYK color

ANY TEXT IN THIS AREA RISKS BEING CUT OFF WHEN SENT TO PRESS

ANY TEXT IN THIS AREA RISKS BEING CUT OFF WHEN SENT TO PRESS

BLEED AREA - EXTEND YOUR AD'S BACKGROUND IMAGE TO THIS AREA BUT NOT ANY TEXT

BLEED AREA - EXTEND YOUR AD'S BACKGROUND IMAGE TO THIS AREA BUT NOT ANY TEXT