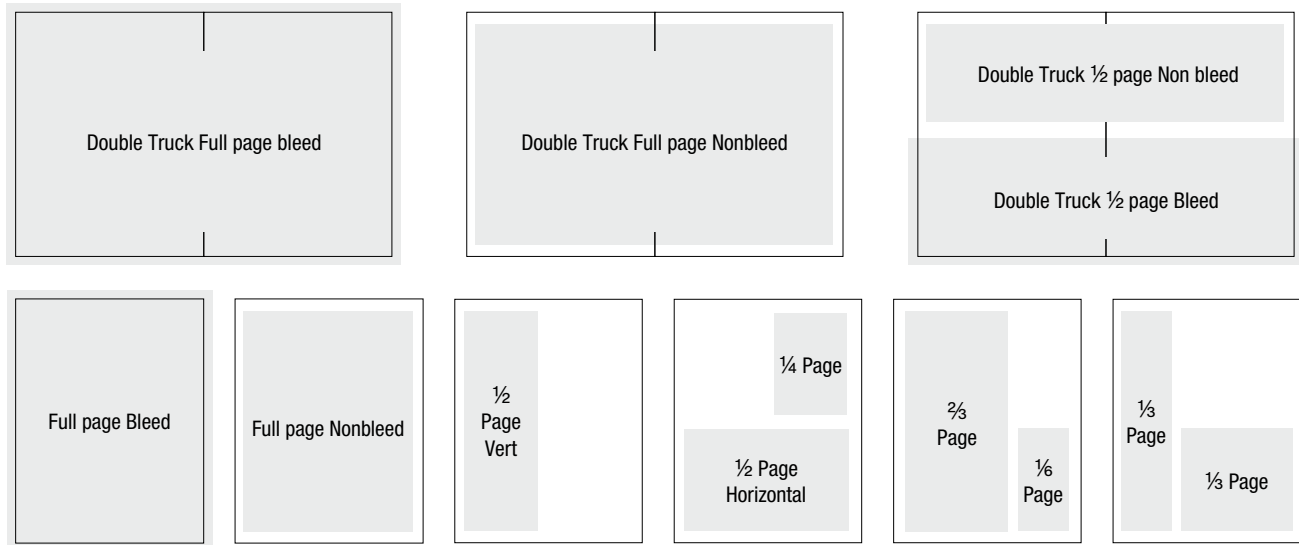




2018 PRINT SPECIFICATIONS



| Print ad sizes | Trim | Live area | Finished size |
|----------------------------------|------------------|------------------|------------------|
| Double truck full page bleed | 16.75" x 10.875" | 15.275" x 9.875" | 17" x 11.125" |
| Double truck full page non-bleed | 15.275" x 9.875" | | 15.275" x 9.875" |
| Double truck 1/2 page bleed | 16.75" x 5.25" | 15.275" x 4.375" | 17" x 5.625" |
| Double truck 1/2 page non-bleed | 15.275" x 4.75" | | 15.275" x 4.75" |
| Full page bleed | 8.375" x 10.875" | 7.365" x 9.875" | 8.625" x 11.125" |
| Full page non-bleed | 7.365" x 9.875" | | 7.365" x 9.875" |
| 2/3 page vertical | 4.75" x 9.75" | | 4.75" x 9.75" |
| 1/2 page horizontal | 7.25" x 4.75" | | 7.25" x 4.75" |
| 1/2 page vertical | 3.5" x 9.75" | | 3.5" x 9.75" |
| 1/3 page square | 4.75" x 4.75" | | 4.75" x 4.75" |
| 1/3 page vertical | 2.25" x 9.75" | | 2.25" x 9.75" |
| 1/4 page vertical | 3.5" x 4.75" | | 3.5" x 4.75" |
| 1/6 page vertical | 2.25" x 4.75" | | 2.25" x 4.75" |

2018 SPACE RESERVATION & MATERIAL DEADLINES:

- JAN:** Nov. 22, 2017
- FEB:** Dec. 27, 2017
- MAR:** Jan. 24, 2018
- APR:** Feb. 21, 2018
- MAY:** March 21, 2018
- JUNE/JULY:** April 25, 2018
- AUG:** June 20, 2018
- SEPT:** July 25, 2018
- OCT:** Aug. 22, 2018
- NOV:** Sept. 19, 2018
- SCHOOLS, ETC.** Sept. 26, 2018
- DEC:** Oct. 24, 2018

Note: Print ads should be sent as a CMYK (300 dpi) PDF file with all graphics, photos and fonts embedded. Images and colors must be CMYK process colors only. Send ads to: Tina Gerami-Bynum, Production Manager, tina@RAKmagazine.com. We cannot guarantee the results of files not sent as specified. RAK PDF job option available upon request for Adobe software. Files may be uploaded to our FTP site. Directions available upon request.