

Michiana Saver

2017 Dates

ISSUE	AD COPY DUE DATE	MAGAZINE IN-HOME DATE
February	January 14, 2017	Week of January 13th
March	March 10, 2017	Week of March 21st
May	April 21, 2017	Week of May 2nd
June	May 26, 2017	Week of June 6th
July	June 23, 2017	Week of July 6th
August	July 21, 2017	Week of August 1st
September	August 25, 2017	Week of September 5th
October	September 22, 2017	Week of October 3rd
November	October 27, 2017	Week of November 7th
December	November 22, 2017	Week of December 5th

AD REQUIREMENTS

	Full Page	Half Page	Quarter Page	Double Page Spread
Trim Size	7 1/2" x 10 1/2"	—	—	16" x 10 1/2"
Text Area	7 x 10"	7 x 4 7/8"	3 3/8" x 4 7/8"	14 1/2" x 10"
Total Document Size	7 3/4" x 10 3/4"	—	—	16 1/4" x 10 3/4"

All ads are printed in 4-color process. Please do not use any spot or RGB colors. All ads will be converted to CMYK. Ad can be submitted in Adobe Indesign - with all linked files and fonts.

QuarkXpress - with all supporting files and fonts.

Adobe Illustrator -with all linked files and fonts.

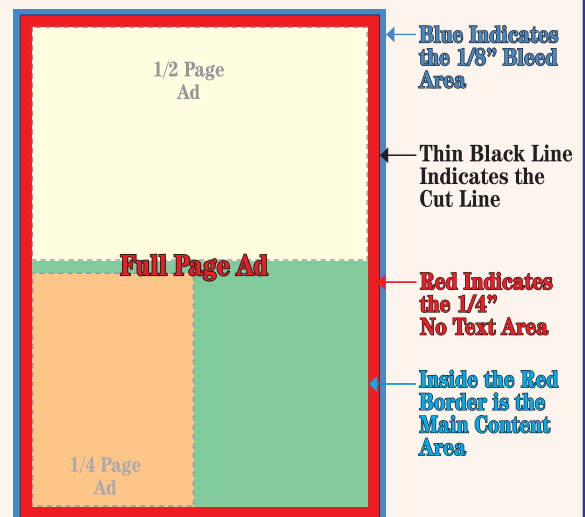
Adobe Photoshop - with all fonts, if file is not flattened.

An ad can be submitted in a high resolution PDF (300 dpi or higher).

For Full page ads please *add 1/8" bleed* on all 4 sides of the page. Please **keep all text 1/4 inch from the cut edge on all sides.** We prefer that ads are not created in Microsoft Word, Publisher, Powerpoint, Corel Draw or Excel.

Coupon Placement: Full page artwork should be prepared to allow coupon placement at the TOP or BOTTOM of the advertisement. Half and Quarter page ads should all be placed on the right hand or bottom of the ad. MICHIANA SAVER magazine has the right to adjust coupon placement in any advertisement where necessary.

Proofs we supply to you are for content and general color only.



Background or images near the edge on Full Page Ads need to extend over the edge of the cut line 1/8" to accommodate for bleed on all sides!

The Michiana Area's
Premier Advertising Magazine

**Michiana
Saver**

Call (574) 309-9056
for Advertising Information