

CIRCULATION • REQUIREMENTS • AND CALENDAR

General Information

Technical Requirements

- Minimum of 300 dpi CMYK color
- Full Bleed size 9" x 11½"
- Trim size 8-3/8" x 10-7/8"
- Submit ads as a .tif, .jpeg, or .pdf
- See bleed and trim details on the next page.

Policy

All advertisers must prepay ads. If an ad is received too late for the current issue, the ad will automatically be placed in the next issue unless otherwise specified.

Cancellations/Changes

Cancellations or copy changes will not be accepted past the ad copy due date.

Paid Circulation Per Issue

- Print Subscribers: 50,000

Magazine Specs

- 100 pages per issue
- Cover Stock: 80 lb. #2 Gloss Text wt
- Text Stock: 42.50 lb. Offset (*Text stock may vary due to supply chain issues*)

Issues & closing dates

<u>Issue</u>	<u>Ad Copy Due</u>
Fall 2024	July 15, 2024
Winter 2024	Oct 14, 2024
Spring 2025	Jan 14, 2025
Summer 2025	April 15, 2025

Contact Information

To place an ad or ask a question, please contact:

Lisa Nourse

advertising@self-reliance.com



DISPLAY AD RATES

Size	Rates		
	1x	2x	4x
Half-page (hor.)	\$600	\$540	\$480
One-third page (hor.)	\$500	\$450	\$400
One-sixth page (vert.)	\$300	\$270	\$240
One-twelfth page	\$200	\$180	\$160
One-inch	\$100	\$90	\$80

AD DIMENSIONS

Size	Dimensions		
	Without Bleed	With Bleed	Trim Size
Half-page (hor.)	7"W x 4-5/8"H	8-7/8"W x 5-1/2"H	8-3/8"W x 5-1/4"H
One-third page (hor.)	4-1/2"W x 4-5/8"H		
One-third page (vert.)	2-1/4"W x 9-1/4"H		
One-sixth page (hor.)	4-1/2"W x 2-5/16"H		
One-sixth page (vert.)	2-1/4"W x 4-5/8"H		
One-twelfth page	2-1/4"W x 2-5/16"H		
One-inch	2-1/4"W x 1"H		

Add 1/4" beyond the trim for ads that include a bleed.

