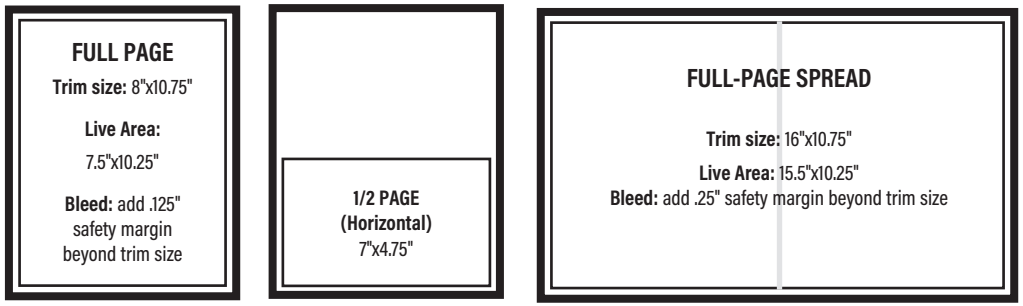
PRINT ADVERTISING

2027 ADVERTISING OPPORTUNITIES

ISSUE	RESERVATION	AD MATERIALS DUE
MARCH/APRIL	2/1/27	2/9/27
MAY/JUNE	4/1/27	4/9/27
SEPTEMBER/OCTOBER	8/2/27	8/10/27
NOVEMBER/DECEMBER	9/30/27	10/8/27

2027 ADVERTISING RATES

AD SIZE	1X	3X	6X
FULL PAGE	$3,950	$3,750	$3,650
1/2-PAGE ISLAND	$2,950	$2,750	$2,650
1/2 PAGE	$1,950	$1,750	$1,650
FULL PAGE SPREAD	$6,000	$5,750	$5,500



Contact our sales team to discuss individual opportunities or an integrated campaign.

Stephen Faig
Group Sales Director | 973-224-2930
sfaig@infotoday.com

LaShawn Fugate
Account Executive | 859-278-2223 x 104
lashawn@infotoday.com

PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

Ad production requirements—downloadable PDF

www.infotoday.com/advert/CTPAdSpecs.pdf

We accept the following formats:

Press-quality PDF files are preferred.

- Fonts must be embedded
- Set black to overprint
- Convert PMS to CMYK
- Images must be in CMYK
- 300 dpi images only
- Flattened transparencies
- Page dimensions and bleeds according to pub specs

We can also accept high-resolution Macintosh format Photoshop TIFF files.

- Flattened layers
- CMYK color
- 300 dpi
- Page dimensions and bleeds according to pub specs

PLESAE NOTE:

Files submitted as RGB will be converted to CMYK.

Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.

All graphics must be at least 300 dpi resolution.

For proper sizing of your ad, please refer to the publication's rate card *(on page 7).*

File submission instructions:

To upload files via the web:

- Using your web browser, log onto **http://files.infotoday.com**.
- Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

For production questions contact:

Jackie Crawford
Ad Trafficking Coordinator
jcrawford@infotoday.com

Once the file is uploaded, you will receive a confirmation email. If there are any problems with your file, you will be contacted.