

## Static Graphic Advertising:

» **INCLUDE 0.125" OF BLEED ALL-AROUND AND CROP MARKS FOR ADVERTISEMENTS WITH BLEED.**

Failure to do so may result in your advertisement being set as non-bleed. **Please set crop marks to offset 0.125".**

» **KEEP ESSENTIAL COPY AT LEAST 0.25" FROM THE TRIM EDGE OF THE AD.**

Avoid running essential copy or images across the gutter of a spread ad to prevent crossover mismatches on press.

» **RESOLUTION: ≥300 DPI.**

All illustrations and photographs in ad materials, including logos and embedded elements, should have a resolution of 300 dpi or more at the final size when printed.

» **COLOR SPACE MUST BE CMYK ONLY.**

For proper color rendering, advertising files and the assets contained within must be CMYK. We do not honor spot or PMS colors.

» **SEND ARTWORK AS PDF/X-1A FILES.**

Submissions must be press optimized PDFs. Press optimized means CMYK color space, a minimum of 300 dpi resolution, and crop marks for advertisements with bleed. **AGL does not accept Word Documents, TIFF, EPS, SVG, or GIF file types.** AGL is not responsible for files that do not meet standards. Files that do not meet standards will be sent back for adjustment.

» **ALL FONTS MUST BE EMBEDDED OR OUTLINED.**

Avoid using TrueType fonts, Multiple Master fonts, Open Type fonts or copyrighted fonts that cannot be embedded in, or printed from, a PDF.

» **AGL PUBLISHER & PRINTER DISAVOW ALL RESPONSIBILITY FOR THE PRINTED APPEARANCE OF ADS SUBMITTED WITHOUT A PROOF.**

Laser proofs are requested for all ad insertions. If contract-color prods are provided for press check, they must be produced from a SWOP-certified proofing system, include all color bars and meet SWOP standards. SWOP Proofing Standards Specifications and approved proof-output systems can be found at [www.swop.org](http://www.swop.org).

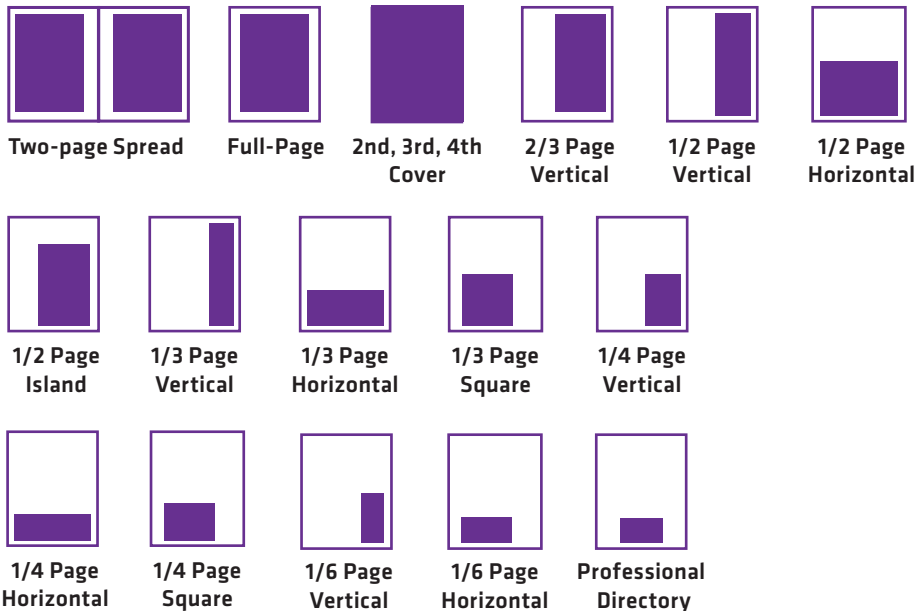
## Digital Edition Rich Media Add-On:

### LINKS

» **SEND REQUEST TO MAKE URLS LIVE LINKS IN YOUR STATIC GRAPHIC ADVERTISEMENT.**

The addition of live URLs to your Static Graphic Advertisement must be specified in the insertion order at an additional charge. No further action is needed on part of the advertiser unless the link address is different from the link address written in the advertisement. Full-Page or larger Advertisements will automatically be linked.

## Print Edition Advertising:



## Digital Edition Rich Media Add-On:



PRINT				DIGITAL	
SIZE:	NON-BLEED	BLEED		RICH MEDIA ADD-ON:	DESCRIPTION:
SIZE:	LIVE AREA:	TRIM SIZE:	FULL SIZE:	Add Links	Request that the urls found in your Static Graphic Advertisement are made into live links.
Two-Page Spread	14" x 10"	16.5" x 10.75"	16.75" x 11"		
Full-Page	7" x 10"	8.25" x 10.75"	8.5" x 11"		
Covers		8.25" x 10.75"	8.5" x 11"		
2/3 Page Vertical	4.625" x 10"	5.375" x 10.75"	5.725" x 11"		
1/2 Page Vertical	3.375" x 10"	4.125" x 10.75"	4.375" x 11"		
1/2 Page Horizontal	7" x 4.875"	8.25" x 5.375"	8.5" x 5.625"		
1/2 Island	4.625" x 7.25"				
1/3 Page Vertical	2.25" x 10"	3" x 10.75"	3.25" x 11"		
1/3 Page Horizontal	7" x 3.25"	8.25" x 3.75"	8.5" x 4"		
1/3 Page Square	4.625" x 4.875"				
1/4 Page Vertical	3.375" x 4.875"				
1/4 Page Horizontal	7" x 2.5"	8.25" x 3"	8.5" x 3.25"		
1/4 Page Square	4.625" x 3.5"				
1/6 Page Vertical	2.25" x 4.875"				
1/6 Page Horizontal	4.625" x 2.375"				
Professional Directory	3.5" x 2"				

## Contact Us to Advertise:

**Deborah Plank**  
Western Region Sales Rep  
dplank@aglmediagroup.com  
832.484.8465

**Karen Clark**  
Eastern Region Sales Rep  
& Advertising Coordinator  
kclark@aglmediagroup.com  
303.979.0621

**AD PRICING**  
aglmediagroup.com/advertise

Updated August 28, 2017

### Static Graphic Advertising:

#### » RESOLUTION: ≥200 DPI.

All illustrations and photographs in ad materials, including logos and embedded elements, should have a resolution of 200 dpi or more at the final size. Although, traditional web resolution is 72 dpi, our publishing platforms requires a minimum of 200 dpi.

#### » COLOR SPACE MUST BE RGB ONLY.

For proper color rendering, advertising files and the assets contained within must be RGB.

#### » ALL FONTS MUST BE EMBEDDED OR OUTLINED.

Avoid using TrueType fonts, Multiple Master fonts, Open Type fonts or copyrighted fonts that cannot be embedded in a PDF.

#### » SEND ARTWORK AS PDF OR JPG.

Static graphic advertisements must be sent as a web optimized PDF or JPG. Web optimized includes setting the color space to RGB and minimum of 200 dpi resolution. **AGL does not accept Word Documents, TIFF, EPS, SVG, or GIF file types.** AGL is not responsible for files that do not meet standards. Files that do not meet standards will be sent back for adjustment.

### Rich Media Advertising:

#### » VIDEO ADVERTISEMENTS ARE SUBMITTED BY PROVIDING A SHARE LINK FROM EITHER VIMEO OR YOUTUBE WITH THE NAME OF THE VIDEO.

Embedded video submissions must be uploaded to either Vimeo or YouTube prior to submission. A link to the video should then be submitted to the sales coordinator, along with the title of the video to ensure the correct link was submitted. We do not accept share links from any other video hosting site other than Vimeo and YouTube. **AGL does not accept video files (MOV, MP4, FLV, WMV, AVI).**

#### » FULL-PAGE TAKE OVER ADS AND PRESENTATION PAGES MUST BE SUBMITTED AS PDFS.

Full-Page Take Over Advertisements and Presentation Pages must be submitted as a web optimized PDF. Web optimized includes

setting the color space to RGB and minimum of 200 dpi resolution.

**AGL does not accept JPG, Word Documents, TIFF, EPS, SVG, or GIF file types for Full-page Take Over Ads.** AGL is not responsible for files that do not meet standards. Files that do not meet standards will be sent back for adjustment.

### Rich Media Add-Ons:

#### AUDIO

#### » AUDIO FILES MUST BE INCLUDED WITH THE SUBMISSION OF YOUR STATIC GRAPHIC ADVERTISEMENT.

Separate submission of the Audio Add-on from the Static Graphic Advertisement must be approved by the Advertising Coordinator.

#### » SEND AUDIO FILES AS MP3.

Audio Add-ons must be sent as an MP3 audio file. **AGL does not accept WAV, WMA, AIFF, or MPEG-4 file types.** AGL is not responsible for files that do not meet standards. Files that do not meet standards will be sent back for adjustment.

#### » IT IS SUGGESTED THAT THE ADVERTISER MAKES ACKNOWLEDGMENT OF THE AUDIO FILES INCLUSION ON THEIR ARTWORK.

AGL recommends that the static graphic advertisement has a text and/or graphic that acknowledges the inclusion of an audio file. It is not required, but is highly recommended.

#### LINKS

#### » SEND REQUEST TO MAKE URLS LIVE LINKS IN YOUR STATIC GRAPHIC ADVERTISEMENT.

The addition of live URLs to your Static Graphic Advertisement must be specified in the insertion order at an additional charge. No further action is needed on part of the advertiser unless the link address is different from the link address written in the advertisement.

Full-Page or larger Advertisements will automatically be linked.

## Static Graphic Advertising:



**Two-page Spread**    **Full-Page**    **1/2 Page Vertical**



**1/2 Page Horizontal**    **1/4 Page Vertical**    **1/4 Page Horizontal**

## Rich Media Advertising:



**1/2 Page Horizontal Embedded Video**    **Full-Page Take Over Ad**    **Front Presentation Page** (Left of Front Cover)    **Back Presentation Page** (Right of Back Cover)

## Rich Media Add-Ons:



**Add Audio**    **Add Links**

STATIC			DYNAMIC		
	WITH BORDER	SET TO EDGE		WITH BORDER	SET TO EDGE
<b>SIZE:</b>	<b>LIVE AREA:</b>	<b>FULL SIZE:</b>	<b>RICH MEDIA:</b>	<b>LIVE AREA:</b>	<b>FULL SIZE:</b>
Two-Page Spread		16.5" x 10.75"	Embedded Video	6.875" x 4.25"	
Full-Page		8.25" x 10.75"	Full-Page Take Over		8.25" x 2.75"
1/2 Page Vertical	3.375" x 9"	4.125" x 10.75"	Presentation Pages		8.25" x 10.75"
1/2 Page Horizontal	6.875" x 4.5"	8.25" x 5.5"	<b>ADD-ONS:</b>	<b>DESCRIPTION:</b>	
1/4 Page Vertical	3.375" x 4.5"		Add Audio	An Audio file can be added to any size Static Graphic advertisement.	
1/4 Page Horizontal	6.875" x 2.25"	8.25" x 2.75"	Add Links	Request that the urls found in your Static Graphic Advertisement are made into live links.	

## Contact Us to Advertise:

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**AD PRICING**  
aglmediagroup.com/advertise

## ***eDigest Advertising:***

### » SEND ARTWORK AS PNG, GIF, ANIMATED GIF OR JPG.

Submissions must be web optimized PNG, GIF, or JPGs. **AGL does not accept Word Documents, TIFF, EPS, or SVG file types.** AGL is not responsible for files that do not meet standards. Files that do not meet standards will be sent back for adjustment. **Animated GIF images for eNewsletter may not animate in Microsoft Outlook 2007, 2012 and 2013.**


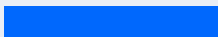
### » COLOR SPACE MUST BE RGB ONLY.

For proper color rendering, advertising files and the assets contained within must be RGB.

### » FILES SHOULD BE ≤ 100 KB.

Advertising files for the eDigest should be 100 kb or smaller.

## ***Web File Sizes:***

<b><i>agl eDigest Newsletter</i></b>	
	<b>LARGE RECTANGLE AD:</b> 600px x 160px
	<b>SMALL RECTANGLE AD:</b> 600px x 85px

## AGL Website Advertising:

### » SEND ARTWORK AS PNG, GIF, ANIMATED GIF OR JPG.

Submissions must be web optimized PNG, GIF, or JPGs. **AGL does not accept Word Documents, TIFF, EPS, or SVG file types.** AGL is not responsible for files that do not meet standards. Files that do not meet standards will be sent back for adjustment.



### » COLOR SPACE MUST BE RGB ONLY.

For proper color rendering, advertising files and the assets contained within must be RGB.

### » FILES SHOULD BE ≤ 600 KB.

Advertising files for the AGL Website should be 600 kb or smaller.

## Web File Sizes:

<i>agl Website</i>	
	<b>WIDE AD:</b> 860px x 100px
	<b>ALMOST SQUARE AD:</b> 280px x 200px
	<b>VIDEO PLAYBACK:</b> Rectangular, Sizes Vary