**FILE FORMATS**
PDF/X1a format is the preferred file format for file submission. Photoshop (tiff, jpeg, flattened pdf) and Illustrator (eps with outlines and embedded images) files are also accepted. All high-resolution images and fonts must be embedded/included when the file is saved. Images must be SWOP (CMYK) TIFF or EPS at a resolution of 300 dpi. All spot colors will be converted to CMYK.

**DESIGN SERVICES**
If you need help creating an ad, LMFA will provide design services additional cost. Let us know when you place your order.

**SENDING FILES**
Please upload all print ready artwork at www.forbesbutler.com (scroll to the bottom and click the “upload” button).

**NOTE**
Full page ads will need a bleed of .125”. All other ads will have a 1pt black frame for content separation.

**AD SIZES**

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
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<td>11.25&quot;</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>5.0&quot;</td>
<td>6.5&quot;</td>
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<tr>
<td>1/2 Page</td>
<td>5.0&quot;</td>
<td>4.875&quot;</td>
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<tr>
<td>1/3 Page</td>
<td>5.0&quot;</td>
<td>3.25&quot;</td>
</tr>
</tbody>
</table>

**DUE DATES**

**SPRING 2020**
Ad Sales Close ................................................. March 1, 2020
Artwork Due................................................... March 15, 2020

**SUMMER 2020**
Ad Sales Close ................................................. May 1, 2020
Artwork Due................................................... May 15, 2020

**FALL 2020**
Ad Sales Close ................................................. August 1, 2020
Artwork Due................................................... August 15, 2020

**WINTER 2021**
Ad Sales Close ................................................. November 1, 2020
Artwork Due................................................... November 15, 2020

To purchase an ad, go to LMFA.org/newsletter-sponsor/, or call the LMFA at 903.753.8103.