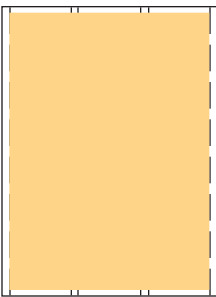


Full-page bleed or covers 2 or 3
8-3/8" w x 10-7/8" hi
plus 1/8" minimum bleed all around



Full page (no bleed)
7-3/8" w x 9-7/8" hi

Printing: Heatset web offset using SWOP standards; saddlestitched.

Ink: Four-color process available throughout; no spot colors.

Stock: Number three gloss text in 47# to 50# weight with 8-point coated cover stock. Outside cover is U/V coated for extended durability.

Trim: 8-3/8 x 10-7/8 inches

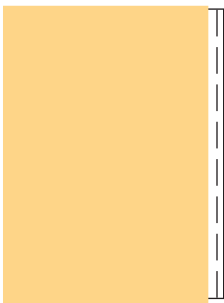
Ad size: Ads must be prepared to the size specifications shown on this page. We will reduce nonconforming ads to size.

Bleeds: Allow a **minimum bleed of 1/8"** on all sides that bleed; keep live matter at least 1/4" from page trim. Crop marks must be placed outside of the bleed area.

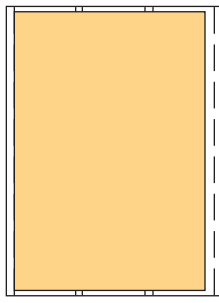
Box rules: Ads requiring box rules must use rules of at least 1/2 point in weight. We will add box rules to nonconforming ads.

Materials: Advertisers may provide PDF files with all supporting elements (fonts and images) embedded. **Submit PDF files via e-mail** to <pcavanagh@naeyc.org>. **All advertisers must send a printed proof** (in color for color ads) to: NAEYC, Attn: Patrick Cavanagh, 1313 L St., NW, Suite 500, Washington, DC 20005-4101.

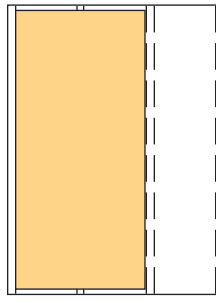
Frequent quality issues: Insufficient or nonexistent bleeds. OPI-linked images (print in low resolution) instead of embedded hi res. Crop and registration marks appearing in live copy area or not clearing the bleed. No QC done on PDF files.



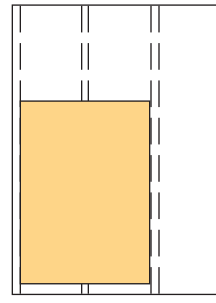
Cover 4 with bleed*
7-5/8" w x 10-7/8" hi
plus 1/8" minimum bleed on the left and top and bottom



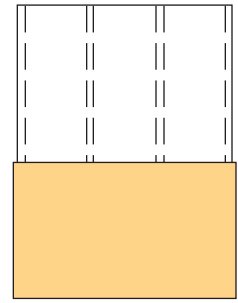
Cover 4 (no bleed)*
7-1/8" w x 9-7/8" hi



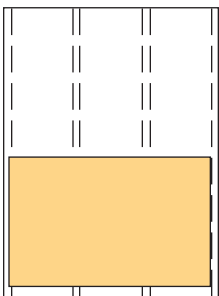
2/3 page (no bleeds allowed)
4-5/8" w x 9-7/8" hi
must include box rule



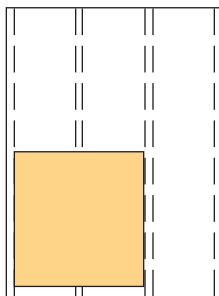
1/2 page island (no bleeds allowed)
4-5/8" w x 7-3/8" hi
must include box rule



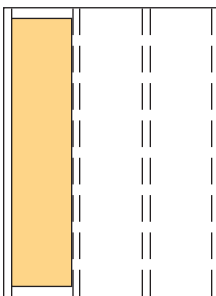
1/2 page horizontal with bleed
8-3/8" w x 5-1/8" hi
plus 1/8" minimum bleed on left, right, and bottom



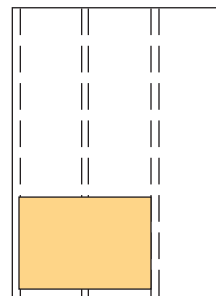
1/2 page horizontal (no bleed)
7-3/8" w x 4-5/8" hi
must include box rule



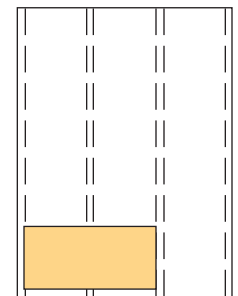
1/3 page horizontal (no bleeds allowed)
4-5/8" w x 4-7/8" hi
must include box rule



1/3 page vertical (no bleeds allowed)
2-1/4" w x 9-7/8" hi
must include box rule



1/4 page (no bleeds allowed)
4-5/8" w x 3-5/8" hi
must include box rule



1/6 page (no bleeds allowed)
4-5/8" w x 2-3/8" hi
must include box rule