



PRINT PRODUCTION CONTACT

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MAILING INSTRUCTIONS

Space contracts, insertion orders, correspondence, proofs and ad materials should be sent to:
info@californiaacep.org

Payments should be addressed and sent to:

California ACEP
Attn: Lifeline
1121 L Street, STE 407
Sacramento, CA 95814

SUBMISSION DATES & PRODUCTION REQUIREMENTS

SUBMISSION DATES

Production ready advertisement content is due, no later than, the first of the month proceeding publication. For example, for advertisements in our December issue, ad content must be submitted no later than November 1st.

Issue	General Timeline	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Content Due	1 st	12/2*	1/2	1/31	2/28	4/1	5/1	5/30	7/1	8/1	9/2	10/1	10/31
Issue to Mail	28 th	12/27*	1/30	3/3	3/31	4/28	6/2	6/27	7/28	8/29	9/29	10/27	12/1

*Denotes 2013, all other dates are 2014

AD DIMENSIONS

Maximum dimensions:
Full Page = 8.5" w x 11" h
Half Page Horizontal = 8.5" w x 5.5" h
Half Page Vertical = 4.125" w x 11" h
Quarter Page Horizontal = 8.5" w x 2.69" h
Quarter Page Vertical = 4.125" w x 5.5" h
Eighth Page Horizontal = 4.125" w x 2.69" h

BLEED SIZE

Vital matter on bleed advertisements should be held 1/2" from the trim edge. Bleed trim is 1/4" at head, outside and at foot. All material requiring cropping should be accompanied by a proof indicating trim and positioning of advertisements. Unless otherwise specified, material will be positioned (centered) in the space ordered.

GUTTER ALLOWANCES

No allowance is necessary. Printer will line up allowing for backbone trim off. To assure proper gutter bleed allow 1/8" for grind off.

MATERIAL/FILE SPECIFICATIONS:

All RGB and spot colors should be converted to CMYK. PDF, EPS, TIF, and JPG files are all accepted. TIF and JPEG ads must be submitted at 300 dpi. Only one ad per file should be included on any of the above media.