

## 2015-2016 Advertising Print Production Specs

### Supplying Your Art:

Accepted File Types:

- Press optimized PDFs - PDFs should be High Resolution & CMYK
- TIFF - These files should be at least 300 DPI, Flattened & CMYK
- Upload Your Files to the DropBox - ProactiveHealthMagazine.com

FTP - Your Files to ProactiveHealthMagazine.com

Password and User name supplied by Ad Rep

- Email Proofs - All Ads delivered via Dropbox or FTP

(or any other method) must have a PDF Proof supplied via email for visual reference, font accuracy, and an overall content check and approval by staff.

### Deadlines:

JAN-FEB

Ad Close: DEC 15 • Art Due: DEC 20

MAR-APR

Ad Close: FEB 15 • Art Due: FEB 20

MAY-JUN

Ad Close: APR 15 • Art Due: APR 20

JUL-AUG

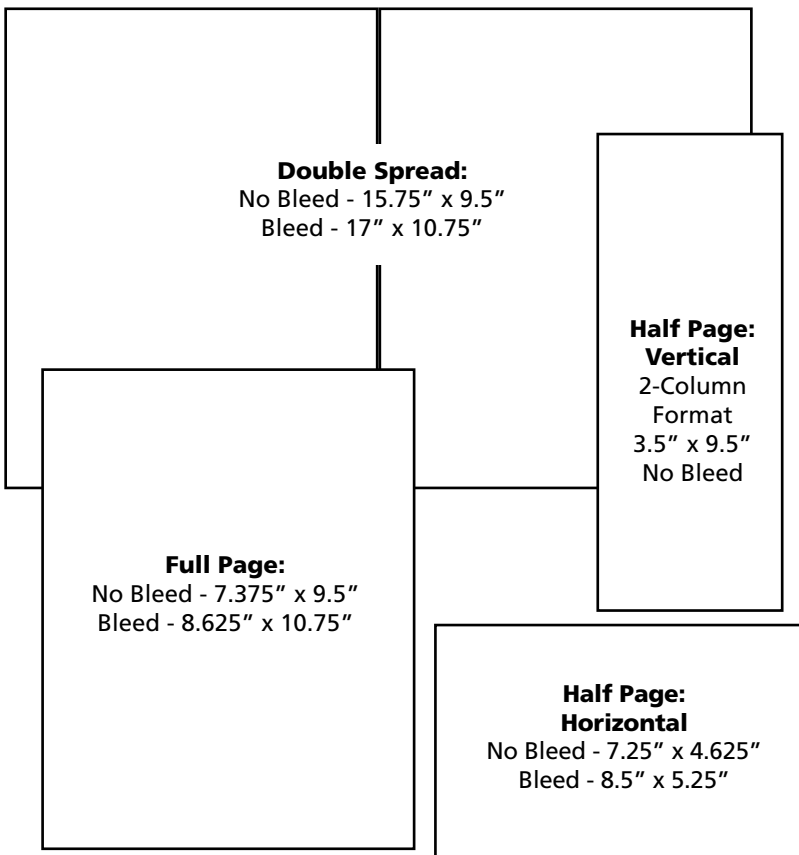
Ad Close: JUN 15 • Art Due: JUN 20

SEP-OCT

Ad Close: AUG 15 • Art Due: AUG 20

NOV-DEC

Ad Close: OCT 15 • Art Due: OCT 20



TERMS: Advertising rates do not include ad production unless otherwise stated in writing by the Advertising Rep or Publisher. Proactive Health Magazine is not responsible for Ads that are supplied that do not meet the minimum print production requirements. Advertising Print Requirements are located on the Website at <http://www.proactivehealthmagazine.com/production.html> Advertising Rates are subject to change. Design, production and prepress services performed by Proactive Health Magazine will be billed at \$75 per hour unless noted otherwise. Advertising Fees are due upon printing of publication. A deposit and credit references are required for new customers. Payment not received within 30 days of publication are subject to service charges. In the event that Proactive Health Magazine requires the services of an attorney to enforce these terms, whether or not suit is involved, the advertiser will be responsible for all legal and court costs incurred in addition to reasonable attorney's fees. Electronic files and archives remain the property of Proactive Health Magazine until all invoices are paid in full.