

2024 ADVERTISING DEADLINES

JANUARY 2024
RESERVE AD SPACE:
DECEMBER 1, 2023
*AD CREATION ART DUE:
DECEMBER 5, 2023
PRINT READY ART DUE:
DECEMBER 13, 2023

FEBRUARY 2024
RESERVE AD SPACE:
JANUARY 5, 2024
*AD CREATION ART DUE:
JANUARY 8, 2024
PRINT READY ART DUE:
JANUARY 17, 2024

MARCH 2024
RESERVE AD SPACE:
FEBRUARY 1, 2024
*AD CREATION ART DUE:
FEBRUARY 5, 2024
PRINT READY ART DUE:
FEBRUARY 14, 2024

APRIL 2024
RESERVE AD SPACE:
MARCH 1, 2024
*AD CREATION ART DUE:
MARCH 5, 2024
PRINT READY ART DUE:
MARCH 18, 2024

MAY 2024
RESERVE AD SPACE:
APRIL 1, 2024
*AD CREATION ART DUE:
APRIL 5, 2024
PRINT READY ART DUE:
APRIL 17, 2024

JUNE 2024
RESERVE AD SPACE:
MAY 1, 2024
*AD CREATION ART DUE:
MAY 6, 2024
PRINT READY ART DUE:
MAY 17, 2024

JULY 2024
RESERVE AD SPACE:
MAY 31, 2024
*AD CREATION ART DUE:
JUNE 5, 2024
PRINT READY ART DUE:
JUNE 17, 2024

AUGUST 2024
RESERVE AD SPACE:
JULY 1, 2024
*AD CREATION ART DUE:
JULY 5, 2024
PRINT READY ART DUE:
JULY 17, 2024

SEPTEMBER 2024
RESERVE AD SPACE:
AUGUST 1, 2024
*AD CREATION ART DUE:
AUGUST 5, 2024
PRINT READY ART DUE:
AUGUST 16, 2024

OCTOBER 2024
RESERVE AD SPACE:
AUGUST 30, 2024
*AD CREATION ART DUE:
SEPTEMBER 5, 2024
PRINT READY ART DUE:
SEPTEMBER 16, 2024

NOVEMBER 2024
RESERVE AD SPACE:
OCTOBER 1, 2024
*AD CREATION ART DUE:
OCTOBER 7, 2024
PRINT READY ART DUE:
OCTOBER 17, 2024

DECEMBER 2024
RESERVE AD SPACE:
NOVEMBER 1, 2024
*AD CREATION ART DUE:
NOVEMBER 5, 2024
PRINT READY ART DUE:
NOVEMBER 13, 2024

JANUARY 2025
RESERVE AD SPACE:
DECEMBER 2, 2024
*AD CREATION ART DUE:
DECEMBER 5, 2024
PRINT READY ART DUE:
DECEMBER 16, 2024

SPACE CLOSING:
Date to reserve ad space for that issue.

***AD CREATION ART DUE:**
Date to submit material for in-house ad design
(limited and prior approval required).

PRINT READY ART DUE:
Date to submit final advertising artwork.

Smart Business can offer flexibility for deadlines on a per month basis. View next page for advertising sizes and specs.

For questions regarding submitting artwork, ad specs and deadline extensions, contact:
Jim Mericsko at jmericsko@sbnonline.com or **440.250.7072**

MAGAZINE SPECS:

MANUFACTURE: Heat-set web offset, Saddle Stitched publication (Northeast Ohio is a Perfect Bound publication.)

TRIM SIZE: 7.875" wide x 10.875" deep

SPECIFICATIONS: Recommended Standards for Advertising Material for Web Offset Publications

SCREEN RULING: 150-line screen

DIGITAL EDITIONS: All print issues are converted to Digital Editions and are the same specs as the print ads: www.smartbusinessmag.com

AD SIZES:

- **SPREAD NO BLEED:** Color (CMYK), 15.25"(w) x 10"(h)
- **SPREAD BLEED:** Color (CMYK), 15.75"(w) x 10.875"(h), add at least a 0.25" bleed
- **FULL-PAGE NO BLEED:** Color (CMYK), 7"(w) x 10"(h)
- **FULL-PAGE BLEED:** Color (CMYK), 7.875"(w) x 10.875"(h), add at least a 0.25" bleed
- **HALF PAGE:** Color (CMYK), 7"(w) x 4.875"(h)
- **QUARTER PAGE:** Color (CMYK), 3.375"(w) x 4.875"(h)

AD TECHNICAL SPECS:

- **Acrobat PDF files** (preferred format) at press-ready compression with crop marks. Final files must be at least 300 DPI and CMYK color format.
- **EPS files** are acceptable with fonts converted to outlines, must be 300 DPI and in CMYK format.
- **JPG files** are acceptable, but must be 300 DPI and in CMYK format.
- **Color:** Ads should be converted to CMYK at the sizes and specifications shown above. We cannot guarantee the reproduction of graphic elements that do not meet these requirements.
- **ID:** Files must be clearly labeled with company name and the market to run in.

COLOR PROOFS:

All color proofs and digital Matchprints must bear the Standard GATF Offset Color Bars/Exposure Scales and should be proofed to SWOP Standards, which is plus/minus 0.07 of standard densities. Proofing inks must be approved Standard Process Colors. If the client does not provide *Smart Business* the required proof, accuracy of color can not be guaranteed.

AD SUBMISSION:

Please submit ads via email with the market to run in properly labeled to:

Contact: Jim Mericsko

Email: jmericsko@sbnonline.com

Phone: 440.250.7072

MAGAZINE SIZE:



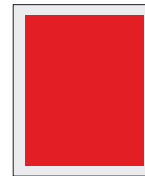
TRIM SIZE:

7.875"w x 10.875"h

LIVE IMAGE AREA:

7"w x 10"h

NON-BLEED ADS:



FULL PAGE:

7"w x 10"h



QUARTER PAGE:

3.375"w x 4.875"h



HALF PAGE:

7"w x 4.875"h

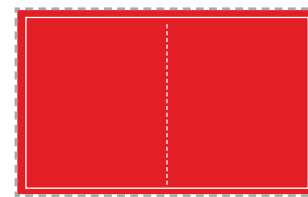
BLEED ADS:



FULL-PAGE BLEED:

7.875"w x 10.875"h

+ add at least a 0.25" bleed



SPREAD BLEED:

15.75"w x

10.875"h

+ add at least a 0.25" bleed

PLEASE KEEP ALL LIVE COPY AND/OR LOGOS AT LEAST **0.5"** FROM THE FINAL TRIM SIZE EDGE.