

2020 MEDIA PLANNER

WD'S 100TH YEAR



WRITER'S DIGEST

Script

Inspire. Educate. Connect.

WritersDigest.com | [@writersdigest](https://twitter.com/writersdigest)

ScriptMag.com | [@scriptmag](https://twitter.com/scriptmag)

WRITERS HELPING WRITERS — SINCE 1920



CENTRAL KEYNOTE SPEAKER



CHRIS BOHJALIAN
Critically acclaimed novelist Chris Bohjalian uses his gripping fiction to explore contemporary social issues and how they play out in the lives of ordinary people, as well as to shed light on some of the most important moments in history. He is the #1 New York Times bestselling author of 10 books including *The Secret Wife*, *The Piglet*, *Straw Hat*, *Amnesia*, and *The Dead Letter* (March, 2020), and his work has been translated into over 35 languages.



REGISTER NOW

LOCK IN YOUR BEST SEAT BY MAY 15!
WRITERSDIGESTCONFERENCE.COM

WRITER'S DIGEST

WritersDigest.com	1.12 million Sessions monthly
	1.65 million Pageviews monthly
Social Media	730,000 Twitter Followers
	287,000 Facebook Fans
Enewsletters	100,000 Engaged Subscribers
Magazine	56,000 Paid Circulation
Conferences	1000 Attendees

Script

Division of The Writers Store

ScriptMag.com	200,000 Sessions monthly
	358,000 Pageviews monthly
Social Media	126,000 Facebook Fans
	63,000 Twitter Followers
Enewsletter	40,000 Subscribers

Writers helping writers improve their craft, achieve their goals and recognize their dreams

Our mission is to help ignite writers' creative vision and connect them with the community, education and resources they need to bring it to life.

- Fiction
- Screenwriting
- Nonfiction
- Poetry

From inspiring prompts, practical techniques and insightful interviews, to instructional workshops, writing competitions and professional services—Writer's Digest helps writers of all genres and formats develop their craft and hone their business skills at every stage of their career.

FOR ASSISTANCE PLEASE CONTACT:

ADVERTISING REPRESENTATIVE
JILL RUESCH
(715)-350-7086
JRUESCH@AIMMEDIA.COM

MEDIA SALES COORDINATOR
JULIE DILLON
(715) 257-6028
JDILLON@AIMMEDIA.COM

THE WRITING COMMUNITY

The Writer's Digest and Script Magazine community is highly educated and affluent, ranging from aspiring beginners to full-time professionals earning a living from their writing. They rely on Writer's Digest's integrated suite of print, digital and instructional products, writing competitions and live events for inspiration, education, and networking, as well as finding the right tools and resources to help bring their work to market.

WRITING INTERESTS

- 81% write books
- 57% write short stories
- 34% write novellas
- 32% write movie scripts
- 27% write online content
- 23% write TV scripts
- 21% write poetry

PUBLISHING GOALS

- 66% want to earn a living from their writing
- 29% currently earn some income from writing
- 49% want a traditional publisher
- 26% want to self publish

EDUCATION

- 68% four-year college graduate, or beyond
- 30% post-graduate degree
- 54% attend in-person writing events

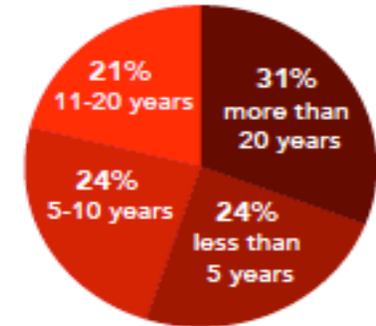
BUYING HABITS

- 90% buy print books
- 60% buy ebooks
- 86% buy writing materilas (pens, journals, etc.)
- 45% buy writing software and apps

TOP 10 GENRES READ/WATCHED

- Mystery
- Literary Fiction
- Suspense and Thriller
- Contemporary Fiction
- Historical Fiction
- Nonfiction
- Fantasy
- Science Fiction
- Comedy and Humor
- Young Adult

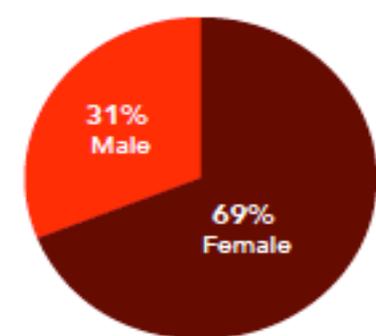
WRITING EXPERIENCE:



HOUSEHOLD INCOME:



GENDER:



INTEGRATED MARKETING

Writer's Digest's marketing programs engage a community of passionate, educated and affluent writers. Whether leveraging the full breadth of our multi-platform reach, or taking advantage of highly targeted engagements, we'll help you identify and clarify your goals, and deliver outstanding integrated solutions that meet or exceed them.

		BRANDING	THOUGHT LEADERSHIP	AUDIENCE ENGAGEMENT	LEAD GENERATION
 <p>ONLINE— Writer's Digest & WritersDigest.com deliver original content, online educational programs and tutoring workshops which are essential sources of inspiration and community. Writers rely on Writer's Digest for the resources and services they need to achieve their individual goals. Over 1.5 million writers.</p>		✓	✓	✓	✓
 <p>PRINT— Writer's Digest has been the magazine of choice for writers of all skill levels for 100 years. Writer's Digest has the largest paid circulation of any writing publication with overall reach in bookstores, on newsstands and over 62,000 paid subscribers.</p>		✓	✓	✓	
 <p>EMAIL— Delivered directly to the inboxes of passionate writers, our editorial newsletters and dedicated marketing promotions offer flexibility in segmenting, messaging, and timing. Over 150,000 email subscribers.</p>		✓		✓	✓
 <p>EVENTS— Writer's Digest's immersive virtual conference in November connects serious writers with experienced professionals—successful authors, industry experts—to deliver practical education and inspirational programming designed to help them connect with each other, and the resources and services they need to achieve their individual goals.</p>		✓	✓	✓	
 <p>CUSTOM SOLUTIONS— From traditional custom publishing and native advertising, to cobranded research and content marketing programs, our versatile marketing solutions offer deeper engagement with targeted audiences that aligns with your business goals and marketing budgets.</p>		✓	✓	✓	✓

WRITER'S DIGEST 2020 EDITORIAL CALENDAR

MAGAZINE & SPECIAL ISSUES

JANUARY/FEBRUARY 2020

NEW BEGINNINGS—supersized 96 page issue

- Writer's Workbook: Idea vs. Premise
- Ad Close: 11/05 | Materials Due: 11/12
Subscriber Date: 12/18 | On Newsstands: 1/7

MARCH 2020

THE CHAOS ISSUE

- +The Winners of WD's Self-Published Book Awards
 - Writer's Workbook: Calming the Chaos of Your Ideas
- Ad Close: 12/17 | Materials Due: 12/24
• Subscriber Date: 2/5 | On Newsstands: 2/18

APRIL 2020

THE SMALL PRESS ISSUE

- Writer's Workbook: Perfecting Your Nonfiction Book Proposal
- Ad Close: 1/28 | Materials Due: 2/4
Subscriber Date: 3/18 | On Newsstands: 3/31

MAY/JUNE 2020

THE ANNUAL WEB ISSUE

- 101 Best Websites
 - +Pop Fiction Awards
 - +Self-Pub Book Awards
 - Writer's Workbook: Revising
 - ** Special subscriber cover will announce winner
- Ad Close: 3/10 | Materials Due: 3/17
Subscriber Date: 4/29 | On Newsstands: 5/12

JULY/AUGUST 2020

THE TRAVEL ISSUE

- Writer's Workbook: Setting
- Ad Close: 4/28 | Materials Due: 5/5
Subscriber Date: 6/17 | On Newsstands: 6/30

SEPTEMBER/OCTOBER 2020

THE FUTURE IS...—ANNUAL AGENT Issue

- Featuring our Annual Agent Round-Up
 - Nina Amir shares tips for creating the writing future you want.
 - David Corbett does a round up with mystery writers about how they're adapting their stories as technology changes.
 - Pulitzer Prize-winning journalist Connie Schultz offers a fresh take on the writer's social responsibility in the 21st Century.
 - Lorena Koppel
 - Plus an interview with bestselling romance novelist Beverly Jenkins.
 - Writer's Workbook: Working with an Agent
- Ad Close: 7/14 | Materials Due: 7/21
Subscriber Date: 9/02 | On Newsstands: 9/15

NOVEMBER/DECEMBER 2020

100th ANNIVERSARY ISSUE—Special Double Issue

- BONUS DISTRIBUTION
 - Featuring Interviews with Celeste Ng, Erik Larson, and Zadie Smith + Nick Laird.
 - Jane Friedman looks at how writers make a living then & now.
 - Jane Cleland offers proven advice on story structure.
 - Plus, 100 years of the best writing advice from WD.
 - Learn how WD got started.
 - + The Winners of WD's Annual Writing Competition
 - Writer's Workbook: Writing Opinion Pieces (Editorials)
- Ad Close: 9/15 | Materials Due: 9/22
Subscriber Date: 11/4 | On Newsstands: 11/17

JANUARY/FEBRUARY 2021

NEW PERSPECTIVES

- Featuring an interview with Pulitzer Prize-winner Viet Thanh Nguyen.
 - Sam Bousch shares advice for writing bestselling thrillers.
 - Other topics may include: Interviewing tips, points of view, international fiction/writing in translation, and setting goals.
- Ad Close: 11/3 | Materials Due: 11/10
Subscriber Date: 12/23 | On Newsstands: 1/5

RECURRING COLUMNS:

IndieLab (self-publishing); Take Two (Screenwriting); Poetic Asides (Poetry); 5-Minute Memoir (Personal Essays); Conference Scene (Events Spotlight); Notes from the Margins (Book Publishing Industry); Publishing Insights (Hot Writing Markets)

WRITER'S DIGEST 2020 ONLINE CALENDAR

2020 ONLINE

JANUARY: #WritersDigest100; Setting goals/ Achieving resolutions; Writing prompts/ motivations; Starting/Completing a novel; Fulfilling dreams (MLK day); Books to look forward to in 2020; Requirements for genre fiction; Editing/Pitching novels post-NaNoWriMo; Managing your writing career; Developing backstory; Mental Health for writers; Selfpublishing/ Entrepreneurial writing

FEBRUARY: Black History Month; Genre Focus: Romance & Erotica

MARCH: #WritersDigest100; Submission guidelines/trackers; Podcasting & new platform-building; Personal essays & short stories; Memoir & nonfiction; Women's History Month: Women in fiction; Spring inspirational topics; New book releases April-June

APRIL: #WritersDigest100; Idea generation & prompts; Poetry/Poetic thinking; Camp NaNoWriMo connection; Inspiration; Getting Organized; April fools faux magazine cover

MAY: #WritersDigest100; 101 Best websites; New publishing channels; Short story genres; Writing Videos; Instagram poets; Forum/writing groups; Grammar & mechanics; Summer reading; Writing kit lit/middle grade

JUNE: #WritersDigest100; 101 Best websites; LGBT authors/characters (Pride Month); Creativity exercises; Mindfulness & mental fitness; Travel writing; Overcoming writer's block/idea generation; Writing challenges

JULY: #WritersDigest100; Foreign novels; Great American novel/literary fiction/American writers (July 4th); Markets; Books to take while traveling; Self-Publishing/ebooks; Flash fiction & writing short

AUGUST: #WritersDigest100; Back to school & education; Organizing your writing life & getting your business in order; Freelance writing; Characterization & writing side characters; Earn money from your writing; publishing poetry

SEPTEMBER: #WritersDigest100; Writing book club books; Are book clubs just for women?; Transmedia; Screenwriting/Adaptations; Agent Roundup

OCTOBER: #WritersDigest100; Literary Agent Roundup; Agent advice; Horror, thriller & suspense (Halloween); Editing manuscripts; Copyright; Strong beginnings & endings; Structure

NOVEMBER: Politics in fiction and memoir (2020 election); Thanksgiving: What writers are grateful for; 100 years of content; "Best of" Content; Industry changes over the century; 100 best tips; Where are they now?; What's coming in the next century?; Gift guide & sweepstakes

DECEMBER: Holiday gift guides; Historical fiction; Authenticity; Family/relationships in fiction; Children's fiction & picture books; "Best of" content; Industry changes over the century; 100 best tips; Where are they now?; What's coming in the next century; End: writing resolutions

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PRINT ADVERTISING

DISPLAY	1 x	3 x	8 x
Spread	\$7,500	\$7,000	\$6,250
Full Page	\$5,000	\$4,600	\$3,995
2/3 Page	\$3,500	\$3,320	\$2,995
1/2 Page	\$2,950	\$2,700	\$2,500
1/3 Page	\$2,500	\$2,300	\$2,100
1/6 Page	\$1,300	\$1,225	\$1,100

COVER RATES	1 x	3 x	8 x
Cover 2	\$7,000	\$6,300	\$5,250
Cover 3	\$6,800	\$6,120	\$5,100
Cover 4	\$7,300	\$6,270	\$5,745

CONFERENCE DIRECTORY	1 x	3 x
Up to 75 words	\$225	\$200

CLASSIFIED DISPLAY	1 x	3 x	8 x
Classified boxed display (per inch, up to 3 inches). Typesetting charged at \$15 per inch. Additional design/production work available (prices upon request).			
4" x 2.125"	\$875	\$850	\$750
3" x 2.125"	\$775	\$750	\$675
2" x 2.125"	\$575	\$525	\$425
1" x 2.125"	\$375	\$350	\$300

CLASSIFIED WORD	1 x	3 x	8 x
Classified ads (per word/per issue, 20-word minimum, non-commissionable)			
per additional word	\$7.25	\$5.75	\$4.50
20-word ad	\$145.00	\$115.00	\$90.00

WE TYPE MANUSCRIPTS	1 x	3 x	8 x
Typing and word-processing services, organized by state. (non-commissionable)			
Listing	\$200.00	\$525.00	\$800.00

PREMIUM POSITIONS & DISCOUNTS

- Add 10% to Standard Rates for guaranteed positions, including Recurring Columns.
- ALLi Members Discount: 20%
- IBPA Members Discount: 20%

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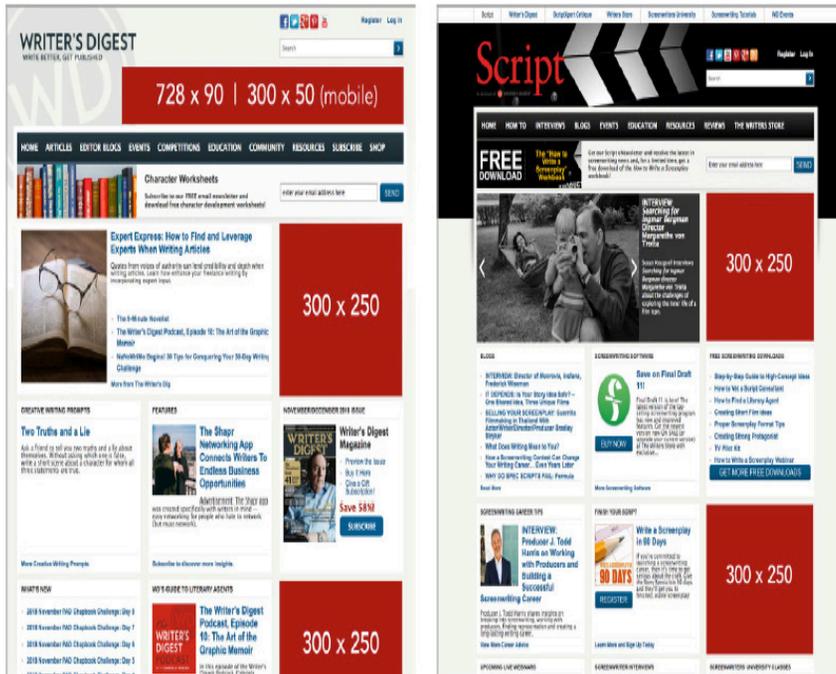
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WRITERSDIGEST.COM ONLINE ADVERTISING

Writer's Digest's online content and social platforms are essential sources of inspiration and community writers rely on to pursue their writing goals, and connect them to the tools and resources they need to achieve them.



BANNER ADS	WD	SCRIPT	COMBO
Leaderboard 728 x 90	\$35/m	\$35/m	\$40/m
Mobile-only 300 x 50	\$35/m	\$35/m	\$40/m
Box A 300 x 250	\$40/m	\$40/m	\$45/m
Box B 300 x 250	\$30/m	\$30/m	\$35/m

Rates are per 1,000 impressions (CPM), 25K minimum
Targeting options @ 10% premium

CONTENT MARKETING	1 Month	3 Months	6 Months
Branded Content Program	\$4,000	\$3,500/mo	\$2,500/mo

Custom 300-500 word articles published on WritersDigest.com or ScriptMag.com (1/month)
"Sponsored by" logo, URL, 50 word description
Featured on site homepage.
1x insertion/article in editorial newsletter w/ sponsor reference
2x post/article on Facebook and Twitter w/ sponsor page/handle

STANDARD MEDIA SPECS

- FILE SIZE: 40-50 KB max
- ANIMATED GIFS: 3 loop maximum, 3rd party ad serving accepted
- FLASH ADS: 50 KB max file size
- SUPPLIED CREATIVE DEADLINES: 4 business days prior to go-live date
- RICH MEDIA: 5 business days prior to go-live date

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EMAIL MARKETING

Delivered directly to the inboxes of our 150,000 opt-in email subscribers, WD & Script's editorial newsletters and custom marketing promotions offer unparalleled flexibility in segmenting, messaging, and timing.

CUSTOM NEWSLETTERS	1 x	4 x	12 x
Banner 468 x 60	\$400	\$350	\$300
Block 600 x 300	\$700	\$525	\$450
Box 300 x 250	\$600	\$350	\$300
Native Advertising*	\$750	\$650	\$500
In Text - 25 words, image & link	\$300	\$250	\$215

*75 words of text, 125x125 image/logo, 2 links

WD - DEDICATED EMAIL BLAST	1 x	4 x	12 x
Basic (~90k engaged)	\$5,250	\$4,500	\$4,000
Follow up to openers	\$1,500	\$1,200	\$1,000

SCRIPT WEEKLY - BANNER ADS	1 x	4 x	12 x
Banner 468 x 60	\$350	\$300	\$250
Block 600 x 300	\$500	\$425	\$350
Box 300 x 250	\$350	\$300	\$250
Native Advertising*	\$600	\$500	\$400
In Text - 75 words, image & link	\$300	\$250	\$215

*75 words of text, 125x125 image/logo, 2 links

SCRIPT - DEDICATED EMAIL BLAST	1 x	4 x	12 x
Basic (~40k engaged)	\$2,900	\$2,500	\$1,900
Follow up to openers	\$800	\$700	\$500

CUSTOM NEWSLETTERS	1 x	4 x	12 x
Genre-Specific Editorial	\$3,000	\$2,500	\$2,000

Custom newsletter with 3-5 curated WD articles, 2 native advertising insertions, 600 x 300 block ad, "Sponsored by" logo, URL, 50 word description

EMAIL: DESIGN

IMAGE: GIF, JPG, PDF. Include URL link. We convert supplied design to html and serve the images from our server.

SUBJECT LINE: 80 characters maximum, no exclamation points or all caps.

PRE-HEADER TEXT

EMAIL SPECS: HTML

MAXIMUM FILE SIZE: 50K.

MAXIMUM WIDTH: 600 pixels.

IMAGES: Served from the advertiser's server.

CSS: All styles must be embedded in the HTML. Do not link to external style sheet.

MEDIA: Do not use Flash, Java, JavaScript, Active X, or automatic downloads.

ANALYTICS: To include Google analytics tracking parameters, please append the utm_campaign, utm_source, utm_medium, utm_term, and utm_content values to your URLs.

NOTE: If you choose custom utm tracking, we may not be able to track click activity in our email reporting. Ask your sales rep for clarification.

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CONTENT MARKETING AND LEAD GENERATION

From interactive webinars and promotional giveaways, to customizable content marketing programs, our versatile marketing solutions offer deeper engagement with writers that drive qualified leads.

WEBINARS	1 x	3 x	6 x
Sponsored	\$2500 + \$15 CPL	\$2000 + \$10 CPL	\$1500 + \$8 CPL

SWEEPSTAKES / GIVEAWAYS	1 x	3 x	6 x
Sponsored*	\$750 + \$5 CPL	\$600 + \$4 CPL	\$500 + \$3 CPL

*Sponsor provides giveaway of \$500 or more value

SPONSORED CONTENT	3 Mon	6 Months
Freemiums	\$1000 + \$5 CPL	\$750 each mo + CPL

SPONSORED WEBINAR

- 1-hour long (w/15 min Q&A) editorial webinar
- 1 sponsor speaker participating
- Sponsored by on registration page, confirmation emails
- 2x dedicated emails to full list
- Registrant contact info—live only

SPONSORED CUSTOM ON-DEMAND WEBINAR

- 1-hour long (w/15 min Q&A) sponsored webinar
- Sponsored registration page, confirmation emails
- 50k ROS banner impressions
- 3x dedicated emails to full list (2 live, 1 on-demand)
- 2x insertion in editorial newsletter w/sponsor reference
- 2x Facebook & Twitter posts w/sponsor tagged
- Registrant contact info + custom research (3Qs max)—live & on-demand @ 3 months

SPONSORED GIVEAWAYS

- Newsletter banner (468x60) promoting giveaway (2x)
- 2x post on Facebook and Twitter w/ sponsor page/handle
- ROS banner ad on WritersDigest.com - 50k impressions
- Sponsored registration page, confirmation emails
- Registrant contact info

SPONSORED CONTENT

- Sponsored freemium on WritersDigest.com (high-value keywords)
- Full-page digital ad in freemium
- Sponsored logo, URL, integrated promotional copy on registration page
- Sponsored registration page, confirmation emails
- 3x insertion in editorial newsletter w/ sponsor reference
- 3x post on Facebook and Twitter w/ sponsor page/handle

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WRITER'S DIGEST 2020 VIRTUAL CONFERENCE

NOVEMBER 5-7, 2020

For 100 years, Writer's Digest has been the go-to resource for all things writing and getting published. With our magazines, books, online education, and a bevy of online resources and services—we've never been more accessible to more writers across all genres and experience levels.

The Writer's Digest conferences bring the writing community together, delivering practical education and inspirational programming designed to help writers connect with each other and achieve their individual goals. Our speakers and instructors are experienced professionals—successful authors, industry experts—while our sponsors and exhibitors offer a variety of vetted products and services.

Writer's Digest Virtual Conference

November 5-7, 2020

This high-quality virtual event will showcase your brand and your products while connecting you directly with the most active writers who are actively seeking to invest in themselves and further their writing goals.

Connecting virtually opens the door to reach a large audience of writers in a short amount of time. The Writer's Digest Virtual Conference is designed to maximize sponsor's visibility and interactivity.

The event includes live sessions, interactive activities and networking. Each virtual booth features built-in video and chat functions, along with the ability to capture contact information and activity within your booth.



SPONSORSHIPS	
Exhibitors	<ul style="list-style-type: none">• Native Ad, Logo and Link on Conference website• Promotional Item in Registration Packet• Listing in Conference Program• Exhibit space in WD's Virtual Expo Hall• Branded Digital Signage• Video and Chat functions-Ability to connect directly with booth attendees
Supporting Sponsors	<ul style="list-style-type: none">• All above, plus Panel Discussion Slot - Breakout Session• Logo on Session Slides• Logo in marketing promotions, registration emails• Full-Page Ad in Conference Program• Dedicated Email to Registrant List - Post-event• Full Conference Pass (+1)
Presenting Sponsors	<ul style="list-style-type: none">• All above, plus Sponsor Presentation - Breakout Session• Logo on On-site Signage• Dedicated Email to Registrant List - Pre-event• Post-conference survey integration

ADVERTISING SPECS: PRINT

AD PAGE DIMENSIONS

Ads of different sizes may be combined to earn frequency discounts, pded the smaller unit is at least half the size of the larger unit.

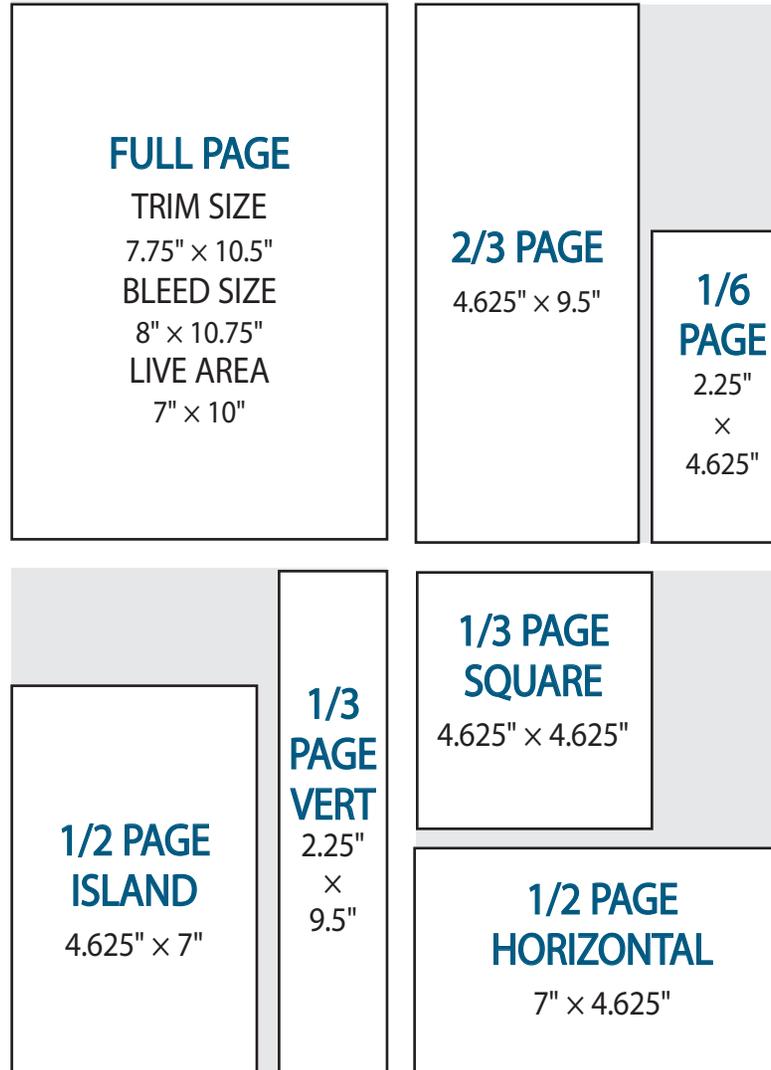
	Live Area	Full Bleed
2 Pg Spread	15.5" x 10"	15.75" x 10.75"
Full Page	7" x 10"	8" x 10.75"
2/3 Page	4.625" x 9.5"	n/a
1/2 Page Island	4.625" x 7"	n/a
1/2 Page Horizontal	7" x 4.625"	n/a
1/3 Page	2.25" x 9.5"	n/a
1/3 Pg Square	4.625" x 4.625"	n/a
1/6 Page	2.25" x 4.625"	n/a

CLASSIFIED DISPLAY

All display classified ads (boxed) are 2.125" wide, start at 1" in height, and increase in 1" increments.

CLASSIFIED WORD

Classified ads (word only) 20-word minimum.



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ADVERTISING SPECS: PRINT & DIGITAL

PRINT PRODUCTION GUIDELINES

- Printed web offset, 4-color process only (cyan, yellow, magenta, black). Additional cost for a 5th color is available upon request. Binding method is saddle-wire.
- All furnished materials should conform to SWOP: Specifications for Web Offset Printing. Ad materials are due by the materials due date and will be kept on hand for 12 months after issue date.
- Questions can be directed to Julie Dillon,
- email: Julie.Dillon@aimmedia.com,
- phone: 715-257-6028

DIGITAL ADVERTISING SPECS

Preferred Format

• Preferred Format: PDF (PDF/X-1a), PDF 1.4 or 1.3

Acceptable software programs

- Adobe InDesign CS3-CS6 (.indd). Make sure files are packaged with fonts and images included.
- Adobe Photoshop CS3-CS6 (.psd, .tif/.tiff or .jpg/jpeg or .eps). Include fonts for files that are unflattened.
- Adobe Illustrator CS3-CS6 (.ai or .eps). Include fonts, or create outlines of them.
- QuarkXPress 6.0 – 8.0 (.qxd) Include all fonts and images.

** Please note any ads formatted/designed in Microsoft Word, Microsoft Publisher, Microsoft Excel, Corel Draw, Microsoft Powerpoint or any other formats not supported by AIM Media may have to be manipulated or redesigned.

Proofs A final 100%-size proof with crop marks must accompany all supplied ad files. Color ads must be submitted with a SWOP-accepted, digital contract proof in CMYK format.

Artwork Raster or Continuous tone Artwork: .tif, .psd, .jpg, .eps, .png, 300ppi at 100% image size to be used. Vector or Line art: .ai or .eps

Fonts All fonts must be PostScript compatible. No TrueType fonts may be used. Include both screen and printer fonts.

Text Microsoft Word (.doc or .docx), Microsoft Excel (.xls or .xlsx), Text Edit (.txt)

- Any other formats should be approved with Sales Rep. or Sales Assistant

Disks Acceptable media: DVD, CD-ROM.

SUBMITTING FILES: NATIVES & PDFS

- When submitting an ad, a final PDF must be included, as well as all supporting elements (photos, links, fonts, and any other design elements). In most layout programs, there is a command to package, preflight or collect all supporting elements.
- When creating a PDF, use the PDF/X-1a setting or Press Quality option. All PDFs need to be version 1.3 or 1.4. If postscripting the file, use Acrobat Distiller to create the PDF; these PDFs are most compatible with printers.
- For PC and Macintosh users submitting ads electronically via e-mail, we recommend that all files be compressed prior to sending with WinZip (creating a .zip file) or Stuffit Deluxe (creating a .sit or .sea file). AIM Media cannot be responsible for the successful transmission or receipt of files sent uncompressed.
- Ads may also be submitted to our FTP site.
 - Use an ftp client software like Filezilla or WinSCP
 - Server address: sftp.aimmedia.com
 - Server port: 22999
 - Username: FWMFTP
 - Password: Rabb1t
 - Go to the Upload folder and look for the publication folder. Drag and drop your file into the publication folder.
 - Files should be zipped or compressed prior to upload for unlocked file formats (native apps).

PAGE SET UP

- All files and final documents submitted should be set up to the specifications according to the Ad Dimensions listed in the media kit. For example, with a 1/3-page vertical ad, the document size should be set at 2 1/4" × 9 1/2".

- If there is a bleed it should extend 1/8" outside the trim size on all sides. (This is mainly for full-page ads and it will cause the final document size to be larger.) Crop marks are not necessary in the native file or PDF; it is more important to have the ad set to the correct ad dimensions.

OTHER IMPORTANT GUIDELINES

- Picture boxes should be filled with Black 0% or None.
- ALL images and files should be CMYK, 4 color process or grayscale. Do not use OPI settings or calibrated colors in a document, unless for a specific reason that should be stated when submitting the file. Unless a specific publication is using a spot color for that issue, convert all spot and RGB colors to CMYK process.
- Make sure to check the trapping/transparency settings in the document. All design elements that may overlap need to have the correct trap setting.
- Ignore White should be unchecked in Preferences/Trapping Preferences. This will ensure any white knockout type will not overprint in final PDF file creation.
- ALL images should be at least 300 dpi (high resolution) at final size.
- 600 ppi for vector or line art created in Illustrator or Photoshop.
- NOTE: Any text layed out in a Photoshop document should be 600 ppi as well.
- 300 ppi will be acceptable for vector/line art for tabloids.
- All fonts need to be embedded
- Avoid Composite fonts
- Avoid using colored 6pt text
- Make sure any small text uses 100% K or 100% black ink
- Double check overprints and transparency
- Avoid using spot colors, when they are converted to CMYK.
- Do not exceed 280% ink density for enamel and 260% for newsprint stock.

ADVERTISING TERMS & CONDITIONS

ACTIVE INTEREST MEDIA. ADVERTISING TERMS & CONDITIONS

1. Payment must be made within 30 days of date of invoice. A 1.5% per month carrying charge will be added to delinquent accounts. In the event the account is turned over to an attorney or to a collection agency for collection, the reasonable cost of collection will be charged to the advertiser and the advertising agency, including without limitation attorney's fees, collection agency fees, and court costs.
2. Active Interest Media will not be bound by any conditions printed or otherwise appearing on contracts, insertion orders, or copy instructions when such conditions conflict with the terms and conditions set forth herein and in the rate card. Contracts, insertion orders, or copy changes will not be accepted without written confirmation. Insertion orders must specifically state magazine, issue(s) and space to be used.
3. All advertisements are published upon the understanding that the advertiser and the advertising agency (if any) assume full and complete responsibility and liability for the content of all advertisements submitted for publication. It is the responsibility of the advertiser and the advertising agency to ensure that all advertisements comply with all applicable federal and state laws and regulations both as to format and substance. The advertiser and the advertising agency each represent and warrant that the advertisements will not contain any matter that is deceptive, misleading, obscene, disparaging or libelous, or that violates any person's right of privacy, or constitutes copyright infringement, trademark infringement, or is otherwise contrary to law. Active Interest Media is not responsible for errors in key numbers or any other typesetting done by Active Interest Media. The advertiser and the advertising agency each agree to indemnify and save harmless Active Interest Media and its employees and representatives from any and all loss, expense, or other liability, including attorney's fees, arising from any claims based on a breach or alleged breach of the foregoing representations and warranties.
4. Active Interest Media reserves the right, without liability, to reject, omit, or exclude any advertising order for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged or published. Without limiting the generality of the foregoing, Active Interest Media may alter or reject any advertisement that contravenes its general rules for the acceptance of advertising or that in its opinion is or may be misleading or may expose Active Interest Media to any liability. Active Interest Media's failure to exercise this right shall not relieve advertiser of its obligations under paragraph 3 above.

5. In the event an order is placed by an agency on behalf of the advertiser, such agency warrants and represents that it has full right and authority to place such order on behalf of the advertiser. The advertiser and its agency, if there be one, each agrees to be jointly and severally liable for Active Interest Media's charge for each advertisement placed. Thus, Active Interest Media may recover its advertising charges from either the advertiser or the agency, regardless of the relationship between the advertiser and the agency and without regard to any contrary provision in any insertion order, purchase order, or other document.

6. In order to cancel a contract, Active Interest Media as well as the sales representative must be notified in writing.

7. For critical color reproduction, a SWOP proof generated from the ad file must be supplied. If a SWOP proof is not provided, the ad will run within SWOP ink density specifications to "pleasing color". If a SWOP proof is not provided, Active Interest Media is not responsible for quality of reproduction. See more at: <http://www.aimmedia.com/terms#sthash.755wRrkX.dpuf>

**FOR ASSISTANCE
PLEASE CONTACT:**

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