



# MASON-DIXON ARRIVE

LOCAL COMMUNITY MAGAZINES

FOOD, FUN, TRAVEL, HOME & GARDEN

## 2013 AD SPECS, SIZES & DEADLINES

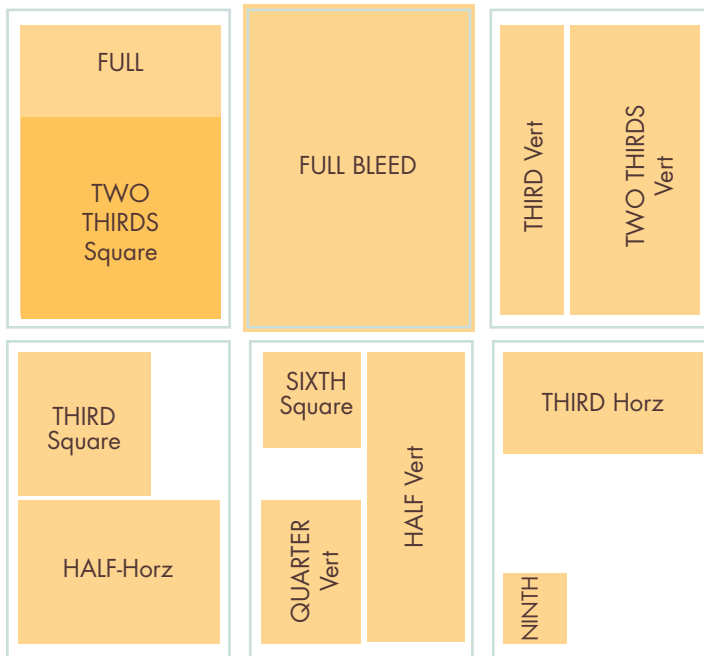
BALTIMORE LIFESTYLE

*More readers in the York Road Corridor than any other magazine!*

HARFORD LIFESTYLE

*More readers than any other publication in the county!*

### AD SIZES



### AD SPECS

	WIDE		DEEP
TRIM SIZE	7.00	x	10.00
FULL BLEED	7.25	x	10.25

### 2011 AD SIZES

FULL PAGE	6.25	x	9.0625
TWO-THIRDS Vert	4.00	x	9.0625
TWO-THIRDS Square	6.25	x	6.75
HALF Horz	6.25	x	4.50
HALF Vert	3.0625	x	9.0625
THIRD Square	4.00	x	4.50
THIRD Vert	2.00	x	9.0625
Third Horz	6.25	x	3.00
QUARTER Vert	3.0625	x	4.50
SIXTH Square	3.0625	x	3.00
<b>BIZ CARD Ninth</b>	2.00	x	2.50

### AD MATERIALS

SEND TO: [art@mdarrive.com](mailto:art@mdarrive.com)

In the subject line, put: **AD=Advertiser name, month.**

In message area, include ad size and phone number. To ensure that we have the whole file, send a low-res copy to same address in a separate email.

### CREATIVE DESIGN SERVICES

Ad Materials should be provided press-ready, according to REQUIREMENTS above.

**First ad designed at no charge, up to 2 proofs.**

Additional proofs \$35. Minor changes for new insertion, no charge.

#### Design Fees

New ads or campaigns, \$75 per hour.

Resize ad for another publication, \$50.

Design ads for other publications, \$75 per ad.

Photographic services, \$75 per hour, including drive time.

### REQUIREMENTS

**Adobe Acrobat PDF files, print-ready.**

Files must be exported with press settings, high-resolution 300 dpi, with all fonts and images embedded. File must not exceed 5 MB of memory. If file exceeds capacity, contact Publisher for FTP site. For color ads, convert all colors to CMYK. No Microsoft Publisher documents. Advertiser agrees to accept additional charges, minimum \$75 per hour, if modification is required.

### DEADLINES

	SPACE	PRINT-READY, NOON
FEBRUARY	Jan 11	Jan 16
MARCH   APRIL	Feb 8	Feb 13
MAY   JUNE	Apr 5	Apr 10
JULY   AUG	June 7	June 12
SEPT   OCT	Aug 9	Aug 14
NOVEMBER	Oct 4	Oct 9
DECEMBER	Nov 1	Nov 6



**REACHING THE RIGHT READERS,**  
IN PRINT, & ONLINE!

THE RIGHT READERS: WOMEN & MEN 35-65, SUBURBAN HOMEOWNER \$325,000+, INCOME \$105K+

Stone House Publications | 1242 Paper Mill Road | Cockeysville, MD 21030 | 410.584.9960 | [www.mdARRIVE.com](http://www.mdARRIVE.com) | [info@mdarrive.com](mailto:info@mdarrive.com)