



Advertising Dimensions and Guidelines

GUIDELINES FOR SUPPLYING ADS

We accept ads in the following electronic format:

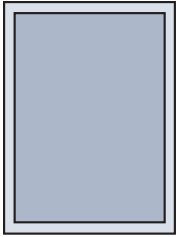
- ▷ PDF files should be created using post script files distilled using PDF/X-1a settings. Please include crop marks offset 0.125"; full page ads should include a 0.125" bleed on all sides.
- ▷ Documents made on a Macintosh using QuarkXpress, Adobe InDesign, Illustrator or Photoshop.
- ▷ Files with fonts included (both screen and printer fonts) outline all fonts whenever possible.
- ▷ Scanned photos or art should be saved as EPS or TIFF files.
- ▷ Scanned color photos should be saved as CMYK; not RGB.
- ▷ Scanned photos should be saved at a minimum 300 DPI resolution; not 72 DPI.
- ▷ All ads should be submitted with a proof. A press match print is required to guarantee color output.
- ▷ Supply all supporting EPS and TIFF files (such as logos, photos, special artwork) used in your document.
- ▷ Ads can be submitted on CD or DVD, please contact your ad coordinator for placing ads on our FTP site.

We use the following programs: InDesign CS5, Illustrator CS5 and Photoshop CS5.

PRODUCTION CHARGES

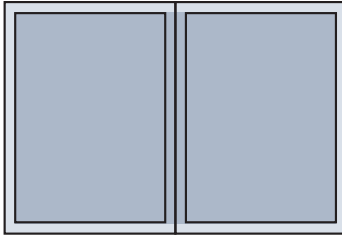
Advertisers providing material not meeting the specifications outlined in the Rate Card and requiring additional preparation work will be billed for the work performed. This can include mechanical, typesetting, material duplication and/or creative charges required to ensure that material meets specifications.





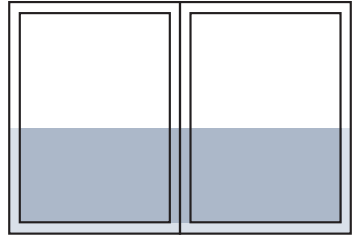
Full Page

Bleed –
8.25" x 10.75"
Non-Bleed –
7.25" x 9.75"



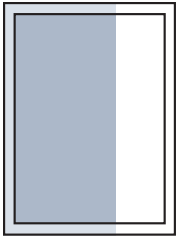
Full-page Spread

Bleed – 16.25" x 10.75"
Non-Bleed – 15.25" x 9.75"



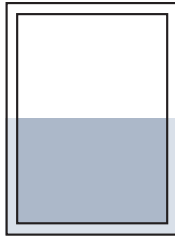
Half Spread Horizontal

Bleed – 16.25" x 5.25"
Non-Bleed – 15" x 4.5"



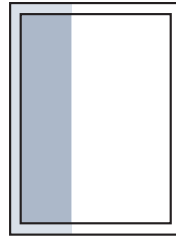
2/3 Vertical

Bleed –
5.25" x 10.75"
Non-Bleed –
4.625" x 9.375"



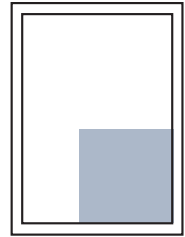
1/2 Horizontal

Bleed –
8.25" x 5.25"
Non-Bleed –
7" x 4.5"



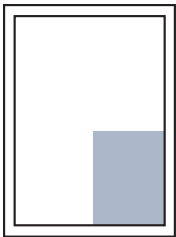
1/3 Vertical

Bleed –
2.875" x 10.75"
Non-Bleed –
2.25" x 9.375"



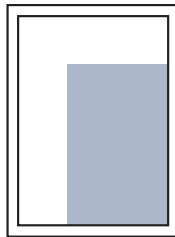
1/3 Square

Non-Bleed –
4.625" x 4.625"



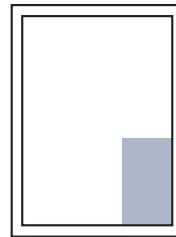
1/4 Vertical

Non-Bleed –
3.375" in x 4.5"



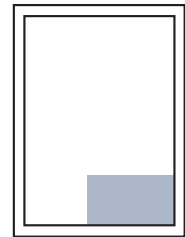
1/2 Island

Non-Bleed –
4.625" x 6.875"



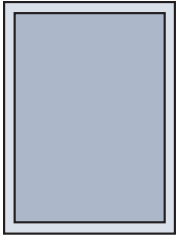
1/6 Vertical

Non-Bleed –
2.25" x 4.5"



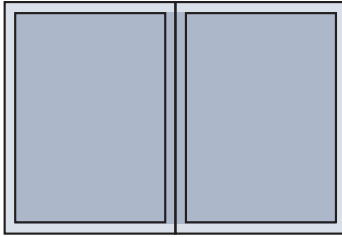
1/6 Horizontal

Non-Bleed –
4.625" x 2.375 in"



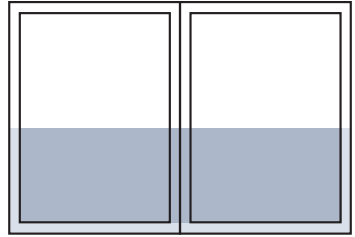
Full Page

Bleed –
8.25" x 10.75"
Non-Bleed –
7.125" x 9.625"



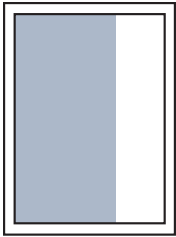
Full-page Spread

Bleed – 16.25 x 10.75"
Non-Bleed – 15.125 x 9.625"



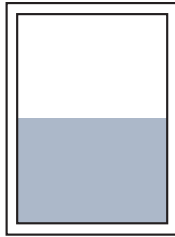
Half Spread Horizontal

Bleed – 16.25" x 4.75"
Non-Bleed – 15 x 4.625"



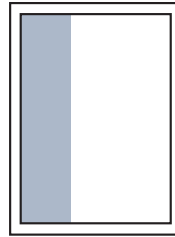
2/3 Vertical

Non-Bleed –
4.5625" x 9.625"



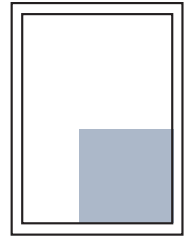
1/2 Horizontal

Non-Bleed –
7" x 4.625"



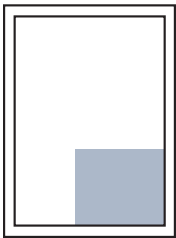
1/3 Vertical

Non-Bleed –
2.125" x 9.625"



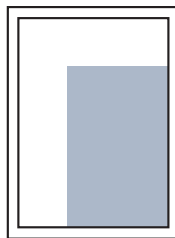
1/3 Square

Non-Bleed –
4.5625" x 4.625"



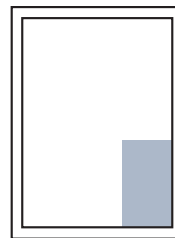
1/4 Horizontal

Non-Bleed
4.5625" x 3.5625"



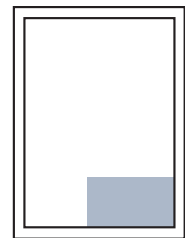
1/2 Island

Non-Bleed –
4.5625" x 7.25"



1/6 Vertical

Non-Bleed –
2.125" x 4.625"



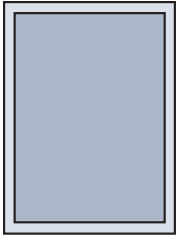
1/6 Horizontal

Non-Bleed –
4.5625" x 2.25"

Credit Union Times

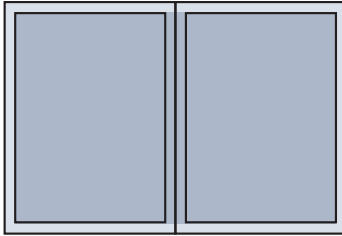
Trusted News for Credit Union Leaders

Trim Size
10.5" x 13"



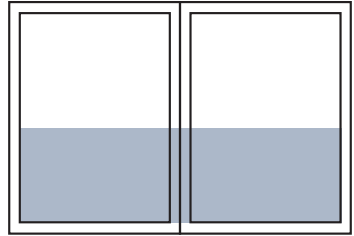
Tab Page

Bleed –
10.75" x 13.25"
Non-Bleed –
10.5" x 13"



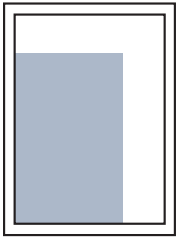
Full-page Spread

21.25" x 13.25"
Non-Bleed – 21" x 13"



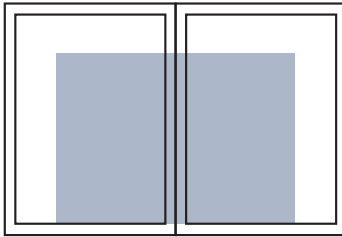
Half Spread Horizontal

19.9" x 5.42"



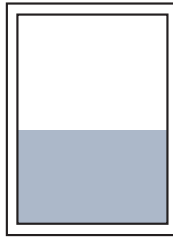
Junior Page

7.6" x 9.23"



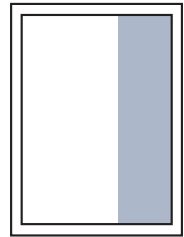
Junior Page Spread

16" x 9.23"



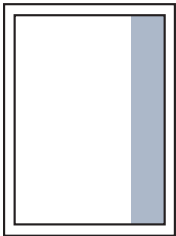
1/2 Horizontal

9.54" x 5.42"



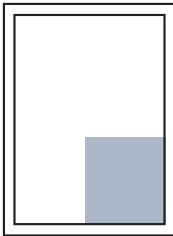
1/3 Vertical

3.73" x 12"



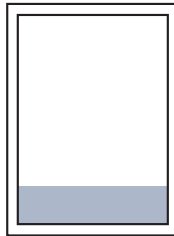
1/5 Vertical

1.80" x 12"



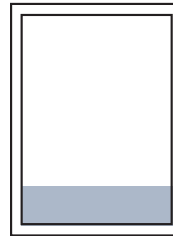
Quarter Page

5.65" x 5.25"



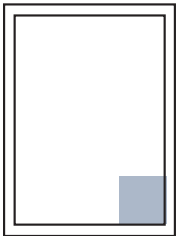
Banner

9.54" x 2.41"



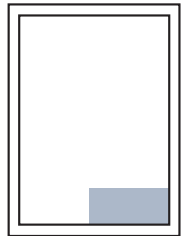
Banner Spread

19.9" x 2"



Cover Block

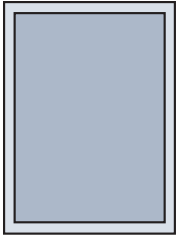
1.8" x 1.8"



Tickler

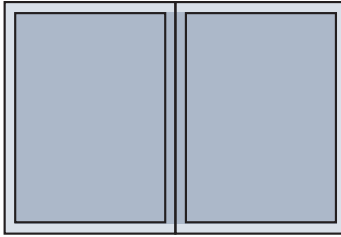
5.46" x 1.64"

back to top ↑



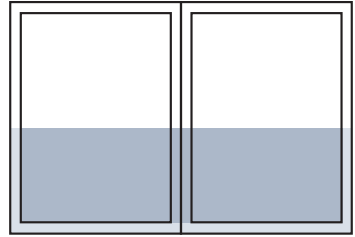
Full Page

Bleed –
8.25" x 10.75"
Non-Bleed –
7.25" x 9.75"



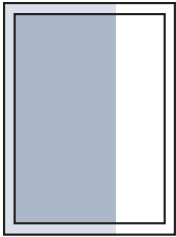
Full-page Spread

Bleed – 16.25 x 10.75"
Non-Bleed – 15.25 x 9.75"



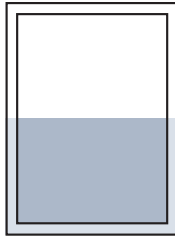
Half Spread Horizontal

Bleed – 16.25 x 5.25"
Non-Bleed – 14.875" x 4.25"



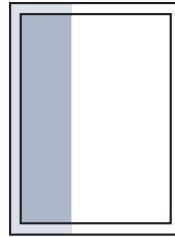
2/3 Vertical

Bleed –
5" x 10.75"
Non-Bleed –
4.5" x 9.75"



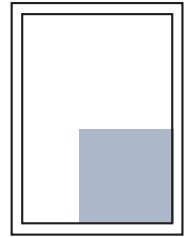
1/2 Horizontal

Bleed –
8.25" x 5.25"
Non-Bleed –
6.875" x 4.25"



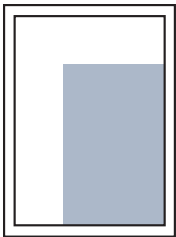
1/3 Vertical

Bleed –
2.625" x 10.75"
Non-Bleed –
2.125" x 9.75"



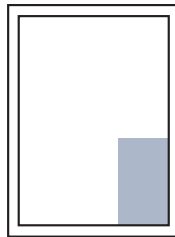
1/3 Square

Non-Bleed –
4.5" x 4.25"



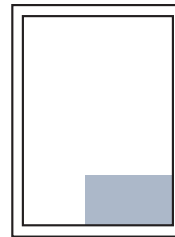
1/2 Island

Non-Bleed –
4.5" x 7.25"



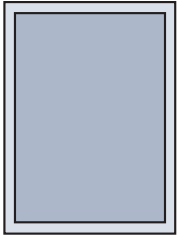
1/6 Vertical

Non-Bleed –
2.125" x 4.25"



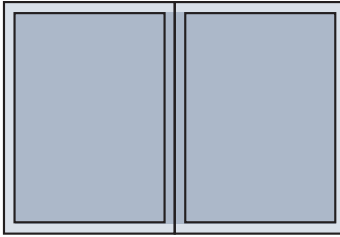
1/6 Horizontal

Non-Bleed –
4.5" x 2.25"



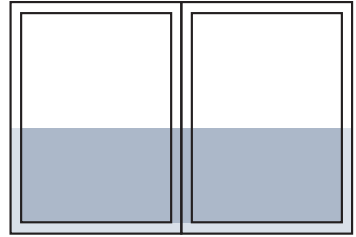
Full Page

Bleed –
8.25" x 10.75"
Non-Bleed –
7.25" x 9.75"



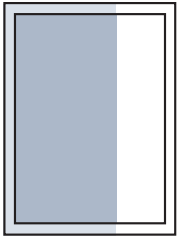
Full-page Spread

Bleed – 16.25" x 10.75"
Non-Bleed – 15" x 9.75"



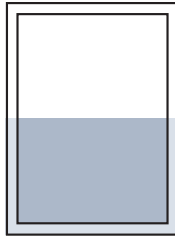
Half Spread Horizontal

Bleed – 16.25" x 5.25"
Non-Bleed – 15" x 4.625"



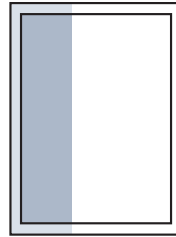
2/3 Vertical

Bleed –
5.25" x 10.75"
Non-Bleed –
4.625" x 9.25"



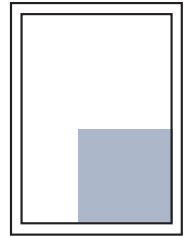
1/2 Horizontal

Bleed –
8.25" x 5.5"
Non-Bleed –
7" x 4.625"



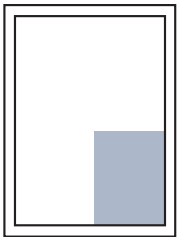
1/3 Vertical

Bleed –
2.75" x 10.75"
Non-Bleed –
2.125" x 9.25"



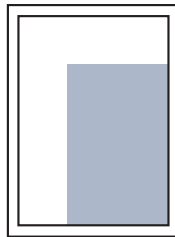
1/3 Square

Non-Bleed –
4.625" x 4.625"



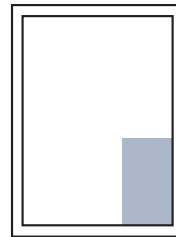
1/4 Vertical

Non-Bleed –
3.375" x 4.625"



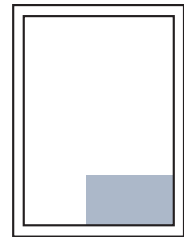
1/2 Island

Non-Bleed –
4.625" x 7"



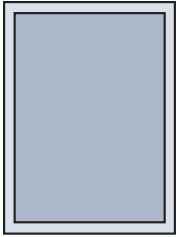
1/6 Vertical

Non-Bleed –
2.125" x 4.625"



1/6 Horizontal

Non-Bleed –
4.625" x 2.125"



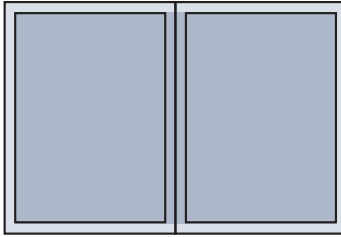
Full Page

Bleed –

8.25" x 10.75"

Non-Bleed –

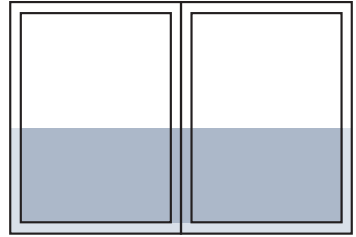
7.125" x 9.625"



Full-page Spread

Bleed – 16.25 x 10.75"

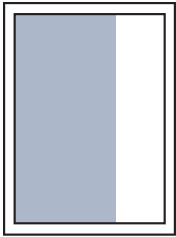
Non-Bleed – 15.125 x 9.625"



Half Spread Horizontal

Bleed – 16.25" x 4.75"

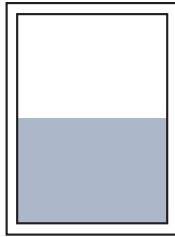
Non-Bleed – 15 x 4.625"



2/3 Vertical

Non-Bleed –

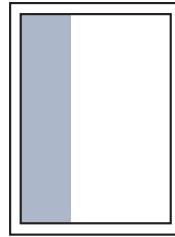
4.5625" x 9.625"



1/2 Horizontal

Non-Bleed –

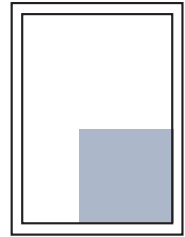
7" x 4.625"



1/3 Vertical

Non-Bleed –

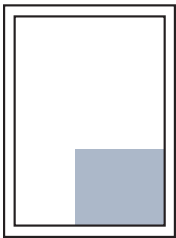
2.125" x 9.625"



1/3 Square

Non-Bleed –

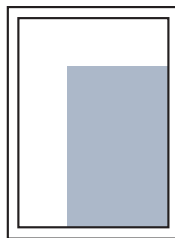
4.5625" x 4.625"



1/4 Horizontal

Non-Bleed

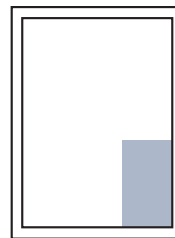
4.5625" x 3.5625"



1/2 Island

Non-Bleed –

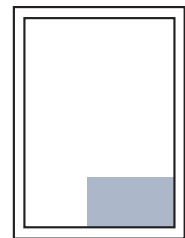
4.8" x 6.5"



1/6 Vertical

Non-Bleed –

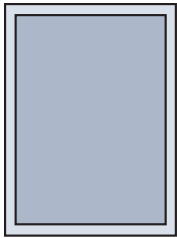
2.125" x 4.625"



1/6 Horizontal

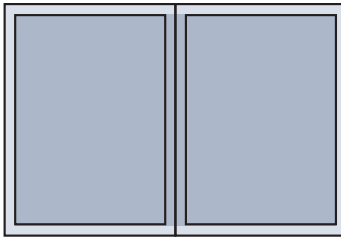
Non-Bleed –

4.5625" x 2.25"



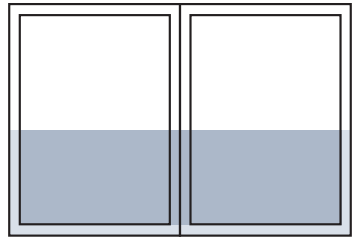
Full Page

Bleed –
8.25" x 10.75"
Non-Bleed –
7.25" x 9.75"



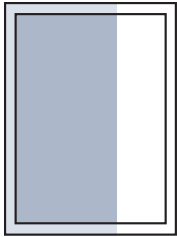
Full-page Spread

Bleed – 16.25 x 10.75"
Non-Bleed – 15.25 x 9.75"



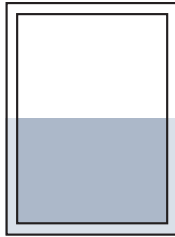
Half Spread Horizontal

Bleed – 16.25 x 5.25"
Non-Bleed – 14.875" x 4.25"



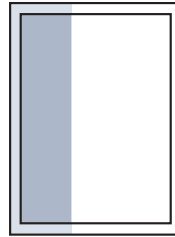
2/3 Vertical

Bleed –
5" x 10.75"
Non-Bleed –
4.5" x 9.75"



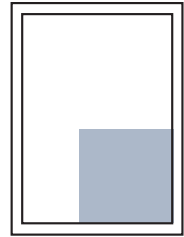
1/2 Horizontal

Bleed –
8.25" x 5.25"
Non-Bleed –
6.875" x 4.25"



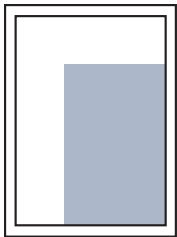
1/3 Vertical

Bleed –
2.625" x 10.75"
Non-Bleed –
2.125" x 9.75"



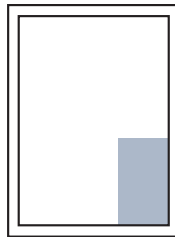
1/3 Square

Non-Bleed –
4.5" x 4.25"



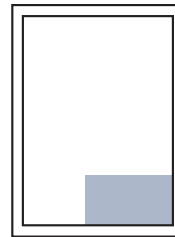
1/2 Island

Non-Bleed –
4.5" x 7.25"



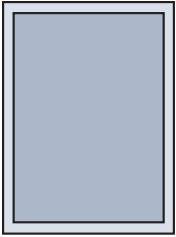
1/6 Vertical

Non-Bleed –
2.125" x 4.25"



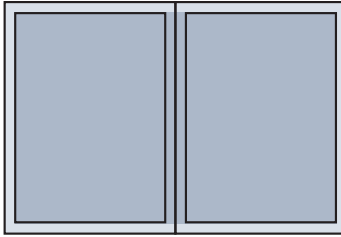
1/6 Horizontal

Non-Bleed –
4.5" x 2.25"



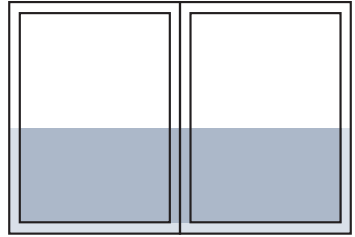
Full Page

Bleed –
 8.25" x 10.75"
 Non-Bleed –
 7.25" x 9.75"



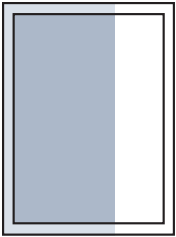
Full-page Spread

Bleed – 16.25" x 10.75"
 Non-Bleed – 15" x 9.75"



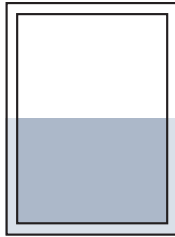
Half Spread Horizontal

Bleed – 16.25" x 5.25"
 Non-Bleed – 15" x 4.625"



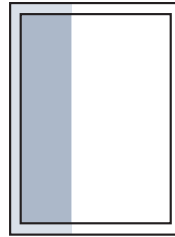
2/3 Vertical

Bleed –
 5.25" x 10.75"
 Non-Bleed –
 4.625" x 9.25"



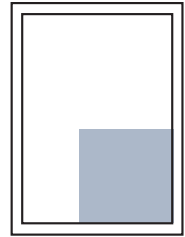
1/2 Horizontal

Bleed –
 8.25" x 5.5"
 Non-Bleed –
 7" x 4.625"



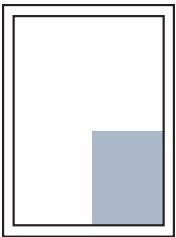
1/3 Vertical

Bleed –
 2.75" x 10.75"
 Non-Bleed –
 2.125" x 9.25"



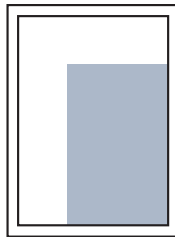
1/3 Square

Non-Bleed –
 4.625" x 4.625"



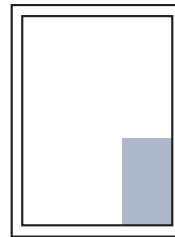
1/4 Vertical

Non-Bleed –
 3.375" x 4.625"



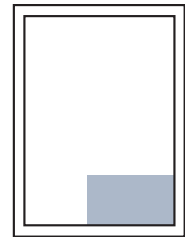
1/2 Island

Non-Bleed –
 4.625" x 7"



1/6 Vertical

Non-Bleed –
 2.125" x 4.625"



1/6 Horizontal

Non-Bleed –
 4.625" x 2.125"