

This publication offers clear, comprehensive, up-to-date industry information that readers can apply immediately in their own organizations. Advertising in this magazine allows you to reach out to your target audience and reinforce your brand like never before.



Production Schedule

| Issue | Editorial Artwork Dates* | Mail Date |
|-------|----------------------------|-------------------|
| 1 | January 2, 2026 | January 28, 2026 |
| 2 | June 3, 2026 | June 29, 2026 |
| 3 | September 25, 2026 | October 21, 2026 |
| 4 | October 27, 2026 | November 23, 2026 |

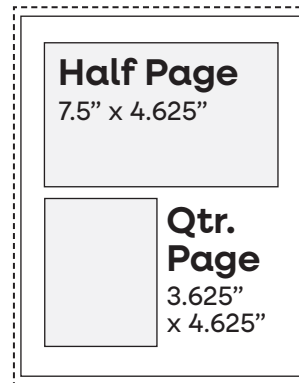
- *The Editorial | Artwork Due date is the projected production start date and the date we need all content for the issue, including ads.
- *Based on the needs of the Association, all publications are published as close to these dates as possible.
- *Can advertise with association prior approval.

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drive-nh.
thenewslinkgroup.org

Magazine Art Specifications



Bleeds Not Needed on Quarter Page and Half Page Artwork

Full Page

- **Page Cut Size:** 8.5" x 11"
- **Bleed:** 0.125"
- **Text Safe Area:** 0.25" from all edges
All text must be within this area to avoid being trimmed off.
- ★ **Final Size with Bleeds*:** 8.75" x 11.25"

Outside Back Cover

- **Page Cut Size:** 8.5" x 8.5"
- **Bleed:** 0.125"
- **Text Safe Area:** 0.25" from all edges
- ★ **Final Size with Bleeds*:** 8.75" x 8.75"

Half Page

- **Print Size:** 7.5" x 4.625"
- **Print Size:** 3.625" x 4.625"

Quarter Page

- **Print Size:** 3.625" x 4.625"

Print Ad Rates

| Issue | Rate |
|---|----------|
| Full Page | \$ 4,032 |
| Half Page | \$ 3,024 |
| Quarter Page | \$ 2,268 |
| Double Truck (Editorial + Full Page Ad) | \$ 4,782 |
| Inside Front Cover OR Inside Back Cover | \$ 4,282 |
| Outside Back Cover OR Page 3 | \$ 4,532 |

Digital Ad Rates

| Size | Yearly Rate |
|--|-------------|
| TOP Leaderboard (All Pages) | \$ 4,532 |
| Article Skyscraper (All Article posts) | \$ 4,282 |
| Issue Skyscraper (Issue Page Only) | \$ 4,032 |
| Article Leaderboard (Single Article Post) | \$ 3,024 |

NEW SIZES!!

Digital Ad Specifications

ALL digital ads need a mobile size version.

- » **Top Leaderboard:** 1180 x 100 pixels
- » **Article Leaderboard:** 1180 x 100 pixels
- » **Issue Skyscraper:** 300 x 500 pixels
- » **Article Skyscraper:** 300 x 300 pixels
- » **Mobile Size:** 800 x 130 pixels

NO ART? NO DESIGNER? NO PROBLEM?

Price: \$350 per ad.
Design: Created by one of our talented expert designers.
Design and Editorial Edits: Includes up to two rounds of edits.

All ads MUST be submitted in a press-ready format (300 dpi PDF [recommended] or 300 dpi JPG format).

*If a full page or outside back cover ad is sent in without the 0.125" (1/8th inch) bleed, the artwork will be resized to fit on the page within the "Text Safe Area" (0.25" from all edges).

