



Ad Submission Guidelines – Having Your Display Designed, Design Specifications, and Submitting Camera Ready AD's.

YourHEALTH Magazine is designed to Empower and Encourage People To Live Healthier By Going to the Doctor. Your information displayed in the right way can really Make a Difference. We recommend *Tested Advertising Methods* and *Ogilvy On Advertising* as sources for information on how to make an advertising display successful.

We provide the following assistance to customers submitting materials to YourHEALTH for publication. We can assist you further by calling the YourHEALTH Design Shop at (301) 805-6805 or (703) 288-3130.

- Customers must be available to discuss and verify (proof) the information in their displays.
- For customers who are signed for more than one month, we will run the same display as the previous month unless otherwise notified and provided with the new information. There may be a nominal charge, usually \$10-\$25, for changing the display from month to month.
- For ads with expiration dates, the date will be advanced by one month, unless notified by the customer prior to the deadline.
- Exclusive Page displays are designed to run with an article, but if no article is submitted, or if it fails to comply with the article submission guidelines, then the ad will run without an article and the remaining space on the page will be filled at the discretion of Your Health Magazine.

AD SUBMISSION SIZES (W x D)	
Dimensions are	Width x Depth
Exclusive page	8 ³ / ₄ " x 11"
(Ad with article) Exclusive Page Ad size is 6 ¹ / ₂ " wide x 8" deep; Article size 400-500 words.	
Full Page	8 ³ / ₄ " x 11"
Half Page	8 ³ / ₄ " x 5 ³ / ₈ ", or 4 ¹ / ₄ " x 11"
Mini Half Page	6 ¹ / ₂ " x 5 ³ / ₈ "
Quarter Page	4 ¹ / ₄ " x 5 ³ / ₈ "
Sixth Page	4 ¹ / ₄ " x 3 ⁵ / ₈ "
Eighth Page	4 ¹ / ₄ " x 2 ⁵ / ₈ "
Sixteenth page	2 ¹ / ₄ " x 2 ⁵ / ₈ "
Classified Ads are also available – Please call for prices and sizes.	

TRANSPORTING FILES ELECTRONICALLY

TEXT FILES: Submit as a MSWord rtf or doc attachment, in the email body, or as a pdf. Other file types may not work, and Your Health will not be responsible.

GRAPHICS, ADS, LAYOUTS, ARTWORK: They must be formatted as CMYK for color ads, or grayscale for all others. Resolution must be at least 200dpi to assure quality printing.

Ads and Artwork: Ads and Artwork will be accepted electronically. These may be emailed as eps, tiff or pdf files. They must be formatted as CMYK for color ads, or grayscale for all others: 200dpi, text under 12 point as 100% black (K) in CMYK model, all graphics and photos in CMYK model, color profile as "web uncoated", and all files saved in CMYK.

Fonts: Fonts used in the file should be submitted along with the file or they may be substituted.

Hard Copy: Provide a hard copy printout to compare with your electronic file.

Large Files: Files too large to email should be reduced in size by reducing the dpi settings to 200dpi. If that is not successful we can provide ftp information to upload to our ftp site.

TIPS FOR SUBMITTING ADS FOR DESIGN

- Look through other papers or magazines for layout ideas. If you like a particular font style, border or even clip art, tape it to the Design Order form. We will try to match it as closely as possible.
- On the Design Order form, locate the size you are running. Then, indicate where you want your company name, address and phone number. Next, indicate where you want your logo and/or artwork.
- On the Design Order form, type (or neatly print) the text that you want.

Please submit Design Order Forms and all other materials to:

YourHEALTH (Maryland office)
4201 Northview Dr, Suite 401
Bowie, MD 20716
fax (301) 805-6808
e-mail designshop@yourhealthmagazine.net

YourHEALTH (Virginia office)
8100 Boone Blvd, Suite 270
Vienna, VA 22182
fax (703) 288-3174
e-mail production@yourhealthmagazine.net

Your help in following these guidelines will help production to go more smoothly!