

# 2019 – 2020 Advertising Specs

## Format

*The Daffodil Journal* is a publication of the American Daffodil Society. It is published on 80 lb. self covered gloss paper in Adobe InDesign format. All advertising copy should be compatible. *Almost all file formats are accepted, but PDF, FSD, TIFF, and BMP are likely to be of the highest quality. PNG is acceptable but not recommended.*

## Issuance

Published four times per year.

**Advertisers are responsible for providing a ready-to-print ad**, whether by their own creativity or that of an advertising agency or independent designer. The editor can recommend a designer whose charges are reasonable, but any recommendations provided by the editor are strictly those of her own and are neither guaranteed nor endorsed by the American Daffodil Society, Inc.

### General Information:

The *Journal's* printer employs the CMYK color model. Highest image resolutions possible ensure clear, crisp ads. Minimum 300 dpi resolution preferred. 600 dpi recommended for grayscale. 1200 dpi recommended for Black and White.

There are three options for layouts:

1. Vertical
2. Horizontal
3. Horizontal, full bleed

Vertical ads will be laid out to fit within the same margins as the text. They are not printed to bleed. Horizontal ads can be printed to bleed. Note that sizes do not necessarily indicate the final size of the ad, but sizes for best fit within the *Journal* layout.

### Sizes

#### 1/4 Page

*Vertical: 2.675" W x 3.625" H*

*Horizontal: 5.5" W x 1.87" H*

*Horizontal, full bleed: 6.675" x 2.3" H*

#### 1/2 Page

*Vertical: 2.675" W x 7.5" H*

*Horizontal: 5.5" W x 3.625" H*

*Horizontal, full bleed: 6.675" x 4.375"*

#### 1/2 Page

*Within Margins: 5.5" W x 7.5" H*

*Full bleed: 6.675" x 8.625" H*

## Advertising Deadlines

March issue	January 15
June issue	April 15
September issue	July 15
December issue	October 15

\*The editor frequently extends deadlines to accommodate late arrivals, but deadline extensions are not guaranteed. Please strive to adhere to the above deadlines, if at all possible. Please contact the editor to discuss other arrangements.

*For more information on advertising in The Daffodil Journal contact Jolene Laughlin.  
(337) 781-8026 or editor@daffodilusa.org.*