

EXECUTIVE LIFESTYLE M A G A Z I N E

Ad Sizes/ Production Specifications/ 2009 Publication Dates and Deadlines

Magazines are printed in a 4-color process, CMYK to SWOP specifications, and all prepress is done electronically.

All advertising should be supplied in digital formats. The preferred ad file is a PDF file set up for high resolution printing accompanied by a laser proof. PDF files and Smaller ad files, 20 MB or less, may be e-mailed (penmag@cox.net) with an appropriate proof faxed to (757) 596-6549, or mailed.

We can also accept files as an original eps or tiff file with any accompanying files and fonts. Please send on a CD to Executive Lifestyle Magazine, 703 Juniper Dr., Newport News, Virginia 23601.

Please make sure the supporting files that create the PDF file are high-resolution, gray scale for black/white halftones. CMYK for color. No RGB, please.

Please include issue insertion instructions, a contact name, phone number and return address with your electronic files.

Please call Bill Dittmar with questions at 757-438-5582 or email penmag@cox.net.

2009 Advertising deadlines Peninsula and Southside Editions

Spring 2009
(publishes March 15, 2009)
Reserve space by Feb 13, materials by Feb 23.

Summer 2009
(publishes June 15, 2009)
Reserve space by May 15, materials by May 22

Fall 2009
(publishes Sept. 10, 2009)
Reserve space by Aug. 7, materials by Aug. 14

Winter 2009
(publishes December 5, 2009)
Reserve space by Nov. 6, materials by Nov. 13

Ad Sizes

Full page (image size): 4.75W x 8H
Full page (Full bleed): 5.75W x 8.75H

Bleeds:

Keep live matter at least 1/4" from trim size
which is 5.5 x 8.5.

There is no additional charge for bleeds.

1/2 horizontal: 4.75W x 4H
1/2 vertical: 2.25W x 8H

1/4 horizontal: 4.75W x 1.875H
1/4 vertical: 2.25W x 4H

1/8 2.25 W X 2 H

**“It is our belief that the true rewards of an “Executive Lifestyle”
are attained by creating a proper balance between one’s work responsibilities
and one’s family priorities.**

**Advertise where you know exactly who will be receiving your message
and that they have the potential to become your next customer.**

757-438-5582
www.ExecLifestyleMag.com
“Success with NO Regrets!”©