

Publication Schedule and Specifications

Townsend's **Recruitment and Lead Generation** is a comprehensive program that connects with students, their parents and counselors through multiple channels



Publication Schedule

PUBLICATION	ISSUE	SPACE CLOSE	AD MATERIALS CLOSE	SHIP DATE
Achieve	SPRING 2011	27-Jan-2011	1-Feb-2011	23-Feb-2011
College Outlook	Spring 2011	20-Jan-2011	27-Jan-2011	28-Feb-2011
Eclectic	Spring 2011	3-Mar-2011	10-Mar-2011	31-Mar-2011
Transition	Spring 2011	3-Mar-2011	10-Mar-2011	31-Mar-2011
College Outlook	Fall 2011	2-Aug-2011	9-Aug-2011	8-Sep-2011
Counselor's Guide	Fall 2011	2-Aug-2011	9-Aug-2011	8-Sep-2011
Creative Outlook	Fall 2011	8-Sep-2011	15-Sep-2011	10-Oct-2011
Transition	Fall 2011	3-Oct-2011	10-Oct-2011	3-Nov-2011
Home School	Fall 2011	24-Oct-2011	27-Oct-2011	17-Nov-2011

Product Specifications

Double Page:

- 15.75" x 10.75" - Trim Size
- 15.25" x 10.25" - Live area with .50" gutter (.25" on both sides of fold)

* Please add 1/8" around all sides for bleed
Dimensions with bleed:
16" x 11"

Full Page:

- 7.875" x 10.75" - Trim Size
- 7.375" x 10.25" Live Area

* Please add 1/8" around all sides for bleed
Dimensions with bleed:
8.125" x 11"

1/2 Page:

- 7.25" x 4.85"
- * No bleed, horizontal format only

1/4 Page:

- 3.5" x 4.85"
- * No bleed, vertical format only

Counselor's Guide Calendar:

- 2" x 1.8"
- * No bleed, horizontal format only

Townsend Communications, Inc accepts advertising artwork created/formatted in the following programs:

- Adobe Illustrator: EPS with fonts outlined
- Adobe Photoshop: Layered PSD
- Adobe InDesign CS3
- A press ready Adobe Acrobat PDF

If you are sending native files for ads, be sure to include all support files, including high resolution (300 dpi or higher) artwork & all screen and printer fonts. (Please note: artwork used to build Web sites will not be high enough resolution for acceptable printing.)

Ads can be sent by:

- CD
(Please make package: "ATTN: Creative Director")
- E-mail
(files must be less than 8 MB)
Send to: admaterials@townsendprint.com
- FTP Site - please call or e-mail for FTP information and access

Please note: Townsend Communications, Inc. reserves the right to run previously supplied artwork if ad materials are not received by the materials deadline.