

2020 Print Ad Specs

	TRIM (W X H)	LIVE AREA
2 PAGE SPREAD**	18" x 10.875"	17.25" x 10.125"
FULL PAGE*	9" x 10.875"	8.25" x 10.125"
2/3 PAGE VERT. NON BLEED	4.875" x 9.875"	4.875" x 9.875"
2/3 PAGE VERT. BLEED	5.5" x 10.875"	4.75" x 10.125"
1/2 PAGE VERTICAL (Gallery Row Only)	4.875" x 7.25"	4.875" x 7.25"
1/2 PAGE HORZ. NON BLEED	8.25" x 5"	8.25" x 5"
1/2 PAGE HORZ. BLEED	9" x 5.5"	8.25" x 4.75"
1/3 PAGE VERT. NON BLEED	2.375" x 9.875"	2.375" x 9.875"
1/3 PAGE HORZ.	4.875" x 4.875"	4.875" x 4.875"
1/4 PAGE	3.5" x 4.875"	3.5" x 4.875"
1/6 PAGE HORZ.	4.875" x 2.25"	4.875" x 2.25"

For ads with bleed, add .125" on all sides

*** Two-Page spreads must be provided in single page format (two page files)*

TO SUBMIT YOUR AD/CREATIVE:

1. Email your print, digital and web ad materials to your account executive.
2. If your file is too large to email, please upload your artwork to one of the following: Dropbox, Google Drive, a SkyDrive etc. and provide the link to your account executive.

If you have any questions, contact our advertising department at 480-664-3960 or advertising@phgmag.com

ALL PRINT, DIGITAL, WEB & EBLAST MATERIALS DUE:
The 15th of the month, 2 months prior to issue date

PRODUCTION CONTACTS:

CITIES WEST MEDIA
(480) 664-3960

SCHEDULES, SPECIAL INSERTS
Director of Production
480-478-8828

TECHNICAL QUESTIONS
Technical Operations Manager
480-478-8832

Digital Rates

Banner Ads

Increase the exposure of your brand to our *Phoenix Home & Garden* viewers each month. Website ads are run of site (ROS) and run per month in correspondence with *Phoenix Home & Garden's* monthly print schedule.

Page Takeover

Enjoy exclusive category sponsorship with a complete page takeover. Your brand will takeover all three premium banner ad positions on the category page of your choice.

WEBSITE RATES + SPECS

SIZE	RATE
Leaderboard (728x90px).....	\$500
Side Bar 1 (300x250px)	\$500
Side Bar 2 (300x600px)	\$500
Splash Banner (1300x307px)	\$1,200
*not included in ROS	
Page Takeover	TBD

E-BLAST RATE + SPECS

SIZE	RATE
Dedicated E-blast (600px. wide)	\$1,500

REQUIREMENTS

Subject Line: 30 characters or less recommended
Target Link(s): Website link(s)
Creative Files: .jpeg, .pdf, or HTML (.htm or .html) format

E-NEWSLETTER BANNER ADS RATES + SPECS

SIZE	RATE
Leaderboard (728x90px).....	\$250
Side Bar 1 (300x250px)	\$250
Side Bar 2 (300x600px)	\$250