RefleXions Technical Requirements and Details 2021

2021 Deadlines:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reserve By</th>
<th>Artwork By</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>February 1st</td>
<td>February 15th</td>
</tr>
<tr>
<td>Summer</td>
<td>April 1st</td>
<td>May 1st</td>
</tr>
<tr>
<td>Fall</td>
<td>August 1st</td>
<td>September 1st</td>
</tr>
<tr>
<td>Winter</td>
<td>November 1st</td>
<td>December 1st</td>
</tr>
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</table>

Cancellations: Not accepted after the reserved closing date!

Mechanical Requirements:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Trim Size</td>
<td>8.5&quot; x 11&quot;</td>
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<tr>
<td>Full Bleed</td>
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<tr>
<td>Live Matter</td>
<td>7&quot; x 10&quot;</td>
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<tr>
<td>Binding</td>
<td>Saddle Wire</td>
</tr>
<tr>
<td>Full Page</td>
<td>7&quot; x 10&quot;</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>7&quot; x 4 7/8&quot;</td>
</tr>
<tr>
<td>Half Page, Vertical</td>
<td>3 3/8&quot; x 10&quot;</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3 3/8&quot; x 4 7/8&quot;</td>
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</tbody>
</table>

Placement Preferences:

We will try to accommodate page preference requests, but no guarantee will be made. Cover placements will be made on a rotating basis between all interested parties in an equitable manner. You will be billed according to the final ad placement.

Questions?

Contact ACA Headquarters: Kristin Stevens (kstevens@hwi.buffalo.edu)