



## RefleXions Technical Requirements and Details 2019

### 2019 Deadlines:

<i>Issue</i>	<i>Reserve By</i>	<i>Artwork By</i>
Spring	January 15 <sup>th</sup>	February 15 <sup>th</sup>
Summer	April 1 <sup>st</sup>	May 1 <sup>st</sup>
Fall	August 1 <sup>st</sup>	September 1 <sup>st</sup>
Winter	November 1 <sup>st</sup>	December 1 <sup>st</sup>

**Cancellations: Not accepted after the reserved closing date!**

### Mechanical Requirements:

Trim Size	8.5"x 11"
Full Bleed	9" x 11.5"
Live Matter	7" x 10"
Binding	Saddle Wire
Full Page	7" x 10"
Half Page Horizontal	7" x 4 7/8"
Half Page, Vertical	3 3/8" x 10"
Quarter Page	3 3/8" x 4 7/8"

### 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](mailto:kstevens@hwi.buffalo.edu))