

# CREATIVE/MEDIA SPECIFICATIONS & DUE DATES

## AMERICA MAGAZINE

### Spread

Bleed: 16 1/2" x 10 3/4"

Trim: 16 1/4" x 10 1/2"

### Full-Page

Non-Bleed: 7 1/8" x 9 1/2"

Bleed: 8 3/8" x 10 3/4"

Trim: 8 1/8" x 10 1/2"

**Half-Page Horizontal:** 7 1/8" x 4 1/2"

**Quarter Page:** 3 1/2" x 4 5/8"

Preferred Format: Supplied PDF

- High-Res Adobe PDF with bleed and crop marks
- Crop Marks: 1/8" Offset
- Image Resolution: 300 Dpi
- Color Space: images must be converted to CMYK
- No Spot, Lab or Process colors
- Font size should be no smaller than 10 pt.

Note: Illustrations and text should be kept 1/4" from trim and 1/2" from gutter

## AMERICAMAGAZINE.ORG & NEWSLETTERS

**Sizes:** 728x90, 300x250, 300x600, 970x250, 600x70 & 320x50

**Preferred Format:** High-Res JPEG, GIF or PNG

- Resolution: 300 DPI

## PODCASTS

### Dynamic or Integrated Ads

Preferred Format: MP3

Script/copy points for host-read ads

Recommended word count :15 spot = 40 words;

:30 spot = 80 words; :60 spot = 130 words

Ad/Script Recommendations:

- Connection with our audience is key; motivation drives engagement
- Start with "why your brand matters" or a personal story
- Drive curiosity so they take the next step to contact you
- CTA should engage the listener to call a phone number or visit your website

## CONTACT

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## SOCIAL MEDIA

### Sponsored Paid Boost

#### (External Meta Targeted Audience)

- Primary Text: 50-150 characters
- Headline: 25 characters
- Description: 25 characters
- Call to Action (Also need to select one: apply now, book now, contact us, donate now, download, get offer, get quote, get showtimes, learn more, listen now, order now, get access, request time, see menu, get updates, shop now, sign up, subscribe, watch more or get promotions.)
- Post link/URL
- Two images:
  - 1080 pixels by 1080 pixels (1:1 ratio)
  - 1080 pixels by 1350 pixels (4:5 ratio)
  - File Type: JPG or PNG
  - Maximum File Size: 30MB

## CLASSIFIEDS, DIRECTORIES & GUIDES

### Magazine

- 50 words plus contact information
- Logo: 1.75" wide x 2.25" high

### Website

- 100 words (max. 400 words) plus contact information
- Logo: 1.75" wide x 2.25" high
- Register at our self-service portal [marketplace.americamagazine.org](http://marketplace.americamagazine.org)

## PRODUCTION SCHEDULE

### AMERICA MAGAZINE

#### 2026

January Issue	11/26
February Issue/Education Directory	12/29
March Issue	1/28
April Issue/Retreat Directory	2/25
May Issue	4/1
June Issue	4/29
July/August Issue	6/9
September Issue/Education Directory	7/29
October Issue/Retreat Directory	8/26
November Issue/Vocation Directory	9/23
December Issue	10/28

### AMERICAMAGAZINE.ORG

10 days prior to launch

### NEWSLETTERS

10 days prior to launch

### PODCASTS

14 days prior to air date

### SOCIAL MEDIA

7 days prior to post