

# 2025 ADVERTISING DEADLINES

**JANUARY 2025**

RESERVE AD SPACE:  
**DECEMBER 2, 2024**

\*AD CREATION ART DUE:  
**DECEMBER 5, 2024**

PRINT READY ART DUE:  
**DECEMBER 16, 2024**

**FEBRUARY 2025**

RESERVE AD SPACE:  
**JANUARY 6, 2025**

\*AD CREATION ART DUE:  
**JANUARY 8, 2025**

PRINT READY ART DUE:  
**JANUARY 17, 2025**

**MARCH 2025**

RESERVE AD SPACE:  
**FEBRUARY 3, 2025**

\*AD CREATION ART DUE:  
**FEBRUARY 5, 2025**

PRINT READY ART DUE:  
**FEBRUARY 14, 2025**

**APRIL 2025**

RESERVE AD SPACE:  
**MARCH 3, 2025**

\*AD CREATION ART DUE:  
**MARCH 5, 2025**

PRINT READY ART DUE:  
**MARCH 17, 2025**

**MAY 2025**

RESERVE AD SPACE:  
**APRIL 1, 2025**

\*AD CREATION ART DUE:  
**APRIL 4, 2025**

PRINT READY ART DUE:  
**APRIL 16, 2025**

**JUNE 2025**

RESERVE AD SPACE:  
**MAY 1, 2025**

\*AD CREATION ART DUE:  
**MAY 5, 2025**

PRINT READY ART DUE:  
**MAY 19, 2025**

**JULY 2025**

RESERVE AD SPACE:  
**JUNE 2, 2025**

\*AD CREATION ART DUE:  
**JUNE 5, 2025**

PRINT READY ART DUE:  
**JUNE 16, 2025**

**AUGUST 2025**

RESERVE AD SPACE:  
**JULY 1, 2025**

\*AD CREATION ART DUE:  
**JULY 7, 2025**

PRINT READY ART DUE:  
**JULY 17, 2025**

**SEPTEMBER 2025**

RESERVE AD SPACE:  
**AUGUST 1, 2025**

\*AD CREATION ART DUE:  
**AUGUST 5, 2025**

PRINT READY ART DUE:  
**AUGUST 18, 2025**

**OCTOBER 2025**

RESERVE AD SPACE:  
**SEPTEMBER 2, 2025**

\*AD CREATION ART DUE:  
**SEPTEMBER 5, 2025**

PRINT READY ART DUE:  
**SEPTEMBER 17, 2025**

**NOVEMBER 2025**

RESERVE AD SPACE:  
**OCTOBER 1, 2025**

\*AD CREATION ART DUE:  
**OCTOBER 6, 2025**

PRINT READY ART DUE:  
**OCTOBER 17, 2025**

**DECEMBER 2025**

RESERVE AD SPACE:  
**OCTOBER 31, 2025**

\*AD CREATION ART DUE:  
**NOVEMBER 3, 2025**

PRINT READY ART DUE:  
**NOVEMBER 12, 2025**

**JANUARY 2026**

RESERVE AD SPACE:  
**DECEMBER 1, 2025**

\*AD CREATION ART DUE:  
**DECEMBER 5, 2025**

PRINT READY ART DUE:  
**DECEMBER 15, 2025**

**SPACE CLOSING:** Date to reserve ad space for that issue.

**\*AD CREATION ART DUE:** Date to submit material for in-house ad design  
*(limited and prior approval required).*

**PRINT READY ART DUE:** Date to submit final advertising artwork.

Smart Business can offer flexibility for deadlines on a per month basis. View next page for advertising sizes and specs.

For questions regarding submitting artwork, ad specs and deadline extensions, contact:  
**Andrea Jager at [ajager@sbnonline.com](mailto:ajager@sbnonline.com) or 440.476.9734**

## MAGAZINE SPECS:

**MANUFACTURE:** Heat-set web offset, Saddle Stitched publication (Northeast Ohio is a Perfect Bound publication.)

**TRIM SIZE:** 7.875" wide x 10.875" deep

**SPECIFICATIONS:** Recommended Standards for Advertising Material for Web Offset Publications

**SCREEN RULING:** 150-line screen

**DIGITAL EDITIONS:** All print issues are converted to Digital Editions and are the same specs as the print ads: [www.smartbusinessmag.com](http://www.smartbusinessmag.com)

## AD SIZES:

- **SPREAD NO BLEED:** Color (CMYK), 15.25"(w) x 10"(h)
- **SPREAD BLEED:** Color (CMYK), 15.75"(w) x 10.875"(h), add at least a 0.25" bleed
- **FULL-PAGE NO BLEED:** Color (CMYK), 7"(w) x 10"(h)
- **FULL-PAGE BLEED:** Color (CMYK), 7.875"(w) x 10.875"(h), add at least a 0.25" bleed
- **HALF PAGE:** Color (CMYK), 7"(w) x 4.875"(h)
- **QUARTER PAGE:** Color (CMYK), 3.375"(w) x 4.875"(h)

## AD TECHNICAL SPECS:

- **Acrobat PDF files** (preferred format) at press-ready compression with crop marks. Final files must be at least 300 DPI and CMYK color format.
- **EPS files** are acceptable with fonts converted to outlines, must be 300 DPI and in CMYK format.
- **JPG files** are acceptable, but must be 300 DPI and in CMYK format.
- **Color:** Ads should be converted to CMYK at the sizes and specifications shown above. We cannot guarantee the reproduction of graphic elements that do not meet these requirements.
- **ID:** Files must be clearly labeled with company name and the market to run in.

## COLOR PROOFS:

All color proofs and digital Matchprints must bear the Standard GATF Offset Color Bars/Exposure Scales and should be proofed to SWOP Standards, which is plus/minus 0.07 of standard densities. Proofing inks must be approved Standard Process Colors. If the client does not provide *Smart Business* the required proof, accuracy of color can not be guaranteed.

## AD SUBMISSION:

Please submit ads via email with the market to run in properly labeled to:

**Contact:** Andrea Jager

**Email:** [ajager@sbnonline.com](mailto:ajager@sbnonline.com)

**Phone:** 440.476.9734

## MAGAZINE SIZE:



**TRIM SIZE:**

7.875"w x 10.875"h

**LIVE IMAGE AREA:**

7"w x 10"h

## NON-BLEED ADS:



**FULL PAGE:**

7"w x 10"h



**QUARTER PAGE:**

3.375"w x 4.875"h

**HALF PAGE:**

7"w x 4.875"h



**SPREAD:**

15.25"w x 10"h

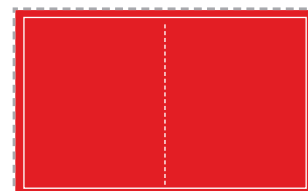
## BLEED ADS:



**FULL-PAGE BLEED:**

7.875"w x 10.875"h

+ add at least a  
0.25" bleed



**SPREAD BLEED:**

15.75"w x

10.875"h

+ add at least  
a 0.25" bleed

PLEASE KEEP ALL LIVE COPY AND/OR LOGOS AT  
LEAST 0.5" FROM THE FINAL TRIM SIZE EDGE.