

# 2026 ADVERTISING DEADLINES

**SMART**  
**BUSINESS**  
Insight.  
Advice.  
Strategy.<sup>®</sup>

<b>JANUARY 2026</b>
RESERVE AD SPACE:
<b>DECEMBER 1, 2025</b>
*AD CREATION ART DUE:
<b>DECEMBER 5, 2025</b>
PRINT READY ART DUE:
<b>DECEMBER 15, 2025</b>

<b>FEBRUARY 2026</b>
RESERVE AD SPACE:
<b>JANUARY 7, 2026</b>
*AD CREATION ART DUE:
<b>JANUARY 8, 2025</b>
PRINT READY ART DUE:
<b>JANUARY 16, 2026</b>

<b>MARCH 2026</b>
RESERVE AD SPACE:
<b>FEBRUARY 2, 2026</b>
*AD CREATION ART DUE:
<b>FEBRUARY 5, 2026</b>
PRINT READY ART DUE:
<b>FEBRUARY 13, 2026</b>

<b>APRIL 2026</b>
RESERVE AD SPACE:
<b>MARCH 2, 2026</b>
*AD CREATION ART DUE:
<b>MARCH 5, 2026</b>
PRINT READY ART DUE:
<b>MARCH 16, 2026</b>

<b>MAY 2026</b>
RESERVE AD SPACE:
<b>APRIL 1, 2026</b>
*AD CREATION ART DUE:
<b>APRIL 3, 2026</b>
PRINT READY ART DUE:
<b>APRIL 17, 2026</b>

<b>JUNE 2026</b>
RESERVE AD SPACE:
<b>MAY 1, 2026</b>
*AD CREATION ART DUE:
<b>MAY 4, 2026</b>
PRINT READY ART DUE:
<b>MAY 15, 2026</b>

<b>JULY 2026</b>
RESERVE AD SPACE:
<b>JUNE 1, 2026</b>
*AD CREATION ART DUE:
<b>JUNE 3, 2026</b>
PRINT READY ART DUE:
<b>JUNE 15, 2026</b>

<b>AUGUST 2026</b>
RESERVE AD SPACE:
<b>JULY 1, 2026</b>
*AD CREATION ART DUE:
<b>JULY 6, 2026</b>
PRINT READY ART DUE:
<b>JULY 17, 2026</b>

<b>SEPTEMBER 2026</b>
RESERVE AD SPACE:
<b>AUGUST 3, 2026</b>
*AD CREATION ART DUE:
<b>AUGUST 5, 2026</b>
PRINT READY ART DUE:
<b>AUGUST 17, 2026</b>

<b>OCTOBER 2026</b>
RESERVE AD SPACE:
<b>SEPTEMBER 1, 2026</b>
*AD CREATION ART DUE:
<b>SEPTEMBER 4, 2026</b>
PRINT READY ART DUE:
<b>SEPTEMBER 17, 2026</b>

<b>NOVEMBER 2026</b>
RESERVE AD SPACE:
<b>OCTOBER 1, 2026</b>
*AD CREATION ART DUE:
<b>OCTOBER 5, 2026</b>
PRINT READY ART DUE:
<b>OCTOBER 19, 2026</b>

<b>DECEMBER 2026</b>
RESERVE AD SPACE:
<b>OCTOBER 30, 2026</b>
*AD CREATION ART DUE:
<b>NOVEMBER 5, 2026</b>
PRINT READY ART DUE:
<b>NOVEMBER 16, 2026</b>

<b>JANUARY 2027</b>
RESERVE AD SPACE:
<b>DECEMBER 1, 2026</b>
*AD CREATION ART DUE:
<b>DECEMBER 4, 2026</b>
PRINT READY ART DUE:
<b>DECEMBER 14, 2026</b>

<b>SPACE CLOSING:</b>
Date to reserve ad space for that issue.
<b>*AD CREATION ART DUE:</b>
Date to submit material for in-house ad design (Limited and prior approval required).
<b>PRINT READY ART DUE:</b>
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@sbrnonline.com](mailto:ajager@sbrnonline.com) or **440.476.9734**

# ADVERTISING SPECS

## 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.smartbusinessemag.com](http://www.smartbusinessemag.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:

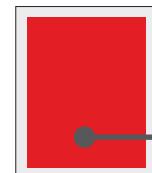
Please submit ads via email with the market to run in properly labeled to:

**Contact:** Andrea Jager

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

**Phone:** 440.476.9734

## MAGAZINE SIZE:



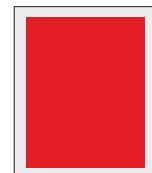
**TRIM SIZE:**

7.875" w x 10.875" h

**LIVE IMAGE AREA:**

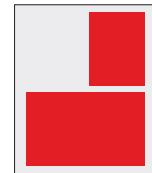
7" w x 10" h

## NON-BLEED ADS:



**FULL PAGE:**

7" w x 10" h



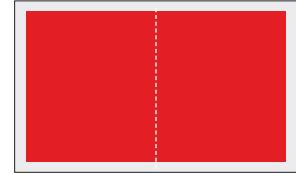
**QUARTER PAGE:**

3.375" w x 4.875" h



**HALF PAGE:**

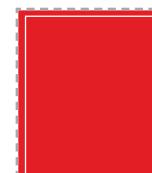
7" w x 4.875" h



**SPREAD:**

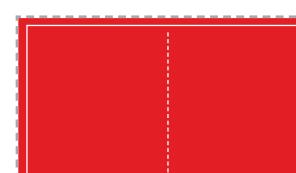
15.25" w x 10" h

## 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.