2027 ADVERTISING DEADLINES

SMART BUSINESS Insight. Advice. Strategy.

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

FEBRUARY 2027	
RESERVE AD SPACE:	JANUARY 4, 2027
*AD CREATION ART DUE:	JANUARY 8, 2027
PRINT READY ART DUE:	JANUARY 19, 2027

MARCH 2027	
RESERVE AD SPACE:	FEBRUARY 1, 2027
*AD CREATION ART DUE:	FEBRUARY 5, 2027
PRINT READY ART DUE:	FEBRUARY 16, 2027

APRIL 2027	
RESERVE AD SPACE:	MARCH 1, 2027
*AD CREATION ART DUE:	MARCH 5, 2027
PRINT READY ART DUE:	MARCH 18, 2027

MAY 2027	
RESERVE AD SPACE:	APRIL 1, 2027
*AD CREATION ART DUE:	APRIL 5, 2027
PRINT READY ART DUE:	APRIL 16, 2027

JUNE 2027	
RESERVE AD SPACE:	MAY 3, 2027
*AD CREATION ART DUE:	MAY 5, 2027
PRINT READY ART DUE:	MAY 17, 2027

JULY 2027	
RESERVE AD SPACE:	JUNE 1, 2027
*AD CREATION ART DUE:	JUNE 4, 2027
PRINT READY ART DUE:	JUNE 17, 2027

AUGUST 2027	
RESERVE AD SPACE:	JULY 1, 2027
*AD CREATION ART DUE:	JULY 6, 2027
PRINT READY ART DUE:	JULY 16, 2027

SEPTEMBER 2027	
RESERVE AD SPACE:	AUGUST 2, 2027
*AD CREATION ART DUE:	AUGUST 5, 2027
PRINT READY ART DUE:	AUGUST 16, 2027

OCTOBER 2027	
RESERVE AD SPACE:	SEPTEMBER 1, 2027
*AD CREATION ART DUE:	SEPTEMBER 3, 2027
PRINT READY ART DUE:	SEPTEMBER 17, 2027

NOVEMBER 2027	
RESERVE AD SPACE:	OCTOBER 1, 2027
*AD CREATION ART DUE:	OCTOBER 5, 2027
PRINT READY ART DUE:	OCTOBER 18, 2027

DECEMBER 2027	
RESERVE AD SPACE:	NOVEMBER 1, 2027
*AD CREATION ART DUE:	NOVEMBER 5, 2027
PRINT READY ART DUE:	NOVEMBER 16, 2027

JANUARY 2028	
RESERVE AD SPACE:	DECEMBER 1, 2027
*AD CREATION ART DUE:	DECEMBER 3, 2027
PRINT READY ART DUE:	DECEMBER 13, 2027

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 adverting sizes and specs.

For questions regarding submitting artwork, ad specs and deadline extensions, contact:

Andrea Jager at **ajager@sbnonline.com** or **440.476.9734**

ADVERTISING SPECS

SMART BUSINESS Insight. Advice. Strategy.

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

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:

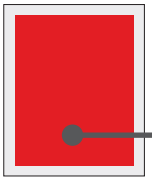
All color proofs and digital Matchprints must bear the Standard GATF Offset Color Bars/Exposure Scales and should be proofed to SWOP Standards, which is plus/minus 0.07 of standard densities. Proofing inks must be approved Standard Process Colors. If the client does not provide *Smart Business* the required 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
Phone: 440.476.9734

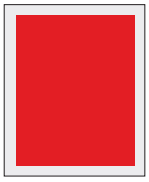
MAGAZINE SIZE:



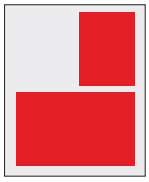
TRIM SIZE:
7.875"w x 10.875"h

LIVE IMAGE AREA:
7"w x 10"h

NON-BLEED ADS:

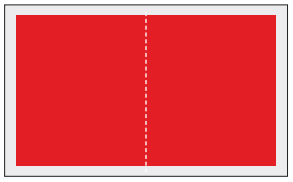


FULL PAGE:
7"w x 10"h



QUARTER PAGE:
3.375"w x 4.875"h

HALF PAGE:
7"w x 4.875"h

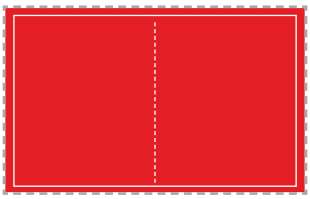


SPREAD:
15.25"w x 10"h

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.