

Print Advertising Specifications

2026 *SIGNAL* Magazine Specifications

ADVERTISING DIMENSIONS

Ad Sizes	Width	Depth	Printing Specifications
2-page spread*	16.75"	10.875"	Trim Size: 8.375" x 10.875"
Full-page*	8.375"	10.875"	Minimal bleed size (full-page): 8.625" x 11.125"
2/3 page	4.5625"	10"	Minimal bleed size (2-page spread): 17" x 11.125"
1/2 page island	4.5625"	7.5"	Printing: Web offset
1/2 page vertical	3.3125"	10"	Binding: Saddle Stitch
1/2 page horizontal	7"	5"	Set the crop marks to trim size
1/3 page vertical	2.1875"	10"	Leave .125" padding
1/3 page square	4.5625"	5"	
1/4 page	3.3125"	5"	
1/6 page vertical	2.1875"	5"	
1/6 page horizontal	4.5625"	2.1875"	
*Full page live area	7.875"	10.375"	

DIGITAL FILES

SUBMISSION INSTRUCTIONS:

Please contact advertising@afcea.org.

FILE FORMAT

The preferred file format is high resolution PDF. Adobe Distiller Job Options are available upon request if using this program to convert files. Other acceptable files are EPS, TIFF, AI and PSD. All text in EPS and AI files must be converted to paths, and embedded images must be CMYK or grayscale. All TIFF and PSD files must be high resolution (300 dpi) CMYK or grayscale files.

COLOR & TRANSPARENCY

The color mode must be CMYK or grayscale. Pantone, RGB, index and lab colors will be converted to CMYK. Spot colors will be converted. PMS and fifth colors not processed. Image resolution should be 300 dpi. File errors occur when ads are not created to size, use non-Adobe non-embedded fonts and use non-CMYK color. Files should not contain ICC profiles or OPI information. Transparencies should be flattened.

AD DEADLINES

Print ads are due on the first of the month, one month prior to targeted magazine issue.
Online ads are due the 25th of each month.

Special Interest Editorial deadlines differ.

Contact advertising@afcea.org for more information.