

MECHANICAL REQUIREMENTS

The trim size of The Progressive magazine is 8 3/8" x 10 7/8". Please set up your Indesign files at this size for full page ads. Text should not extend outside the suggested live area (7 3/8" x 9 7/8"). For full-page bleeds, please leave at least .25" on each side. Please export with .25" bleed and NO CROPS.

SUBMISSION REQUIREMENTS

Electronic files are required. Preferred file format is high resolution PDF, but will accept high resolution (300dpi) TIFF or JPG at full size. Indesign or EPS files acceptable but must include all fonts and linked artwork and must be Mac-formatted. All files must be exported in CMYK. Files can be submitted by email to erika@progressive.org or via WeTransfer.com for large files. No Quark files accepted.

Display ad sizes/rates

Ad size	Dimensions	Open Rate	3x rate	6x rate	10x rate
Back Cover	8.375"w x 10.875"h	4000	3665	3330	2665
Inside Cover	8.375"w x 10.875"h	3500	3210	2915	2335
Full page	8.375"w x 10.875"h	3000	2750	2500	2000
2/3 vert	4.5"w x 9.125"h	2250	2065	1875	1500
1/2 horiz	6.875"w x 4.5"h	1750	1605	1460	1165
1/3 vert	2.125"w x 9.125"h	1500	1375	1250	1000
1/3 square	4.5"w x 4.5"h	1500	1375	1250	1000
1/6 vert	2.125"w x 4.5"h	750	685	625	500
1/6 horiz	4.5"w x 2.125"h	750	685	625	500

All rates are net. Nonprofit organizations are eligible for a 15% discount.

Deadlines

Issue	Space Reservation Deadline	Materials Deadline
March 2015	1/21/15	1/23/15
April 2015	2/18/15	2/20/15
May 2015	3/25/15	3/27/15
June 2015	4/22/15	4/24/15
July/August 2015	6/3/15	6/5/15
September 2015	7/22/15	7/24/15
October 2015	8/19/15	8/21/15
November 2015	9/23/15	9/25/15
December 2015/January 2016	10/28/15	10/30/15
February 2016	12/9/15	12/11/15

