



RefleXions Technical Requirements and Details 2021

2021 Deadlines:

<i>Issue</i>	<i>Reserve By</i>	<i>Artwork By</i>
Spring	February 1st	February 15 th
Summer	April 1 st	May 1 st
Fall	August 1 st	September 1 st
Winter	November 1 st	December 1 st

Cancellations: Not accepted after the reserved closing date!

Mechanical Requirements:

Trim Size	8.5" x 11"
Full Bleed	9" x 11.5"
Live Matter	7" x 10"
Binding	Saddle Wire
Full Page	7" x 10"
Half Page Horizontal	7" x 4 7/8"
Half Page, Vertical	3 3/8" x 10"
Quarter Page	3 3/8" x 4 7/8"

Placement Preferences:

We will try to accommodate page preference requests, but no guarantee will be made. Cover placements will be made on a rotating basis between all interested parties in an equitable manner. You will be billed according to the final ad placement.

Questions?

Contact ACA Headquarters: Kristin Stevens (kstevens@hwi.buffalo.edu)