

# NAPEO Print Ad Specifications for *PEO Insider*

AD SIZE	DIMENSIONS INCHES	DIMENSIONS DECIMALS
Full Page Full Bleed	8-5/8" x 11-1/8"	8.625" x 11.125"
Full Page Non-Bleed	7-3/8" x 9-7/8"	7.375" x 9.875"
Half-Page Horizontal	7-3/8" x 4-7/8"	7.375" x 4.875"
Two-Page Spread Full Bleed	17-1/16" x 11-1/8"	17.025" x 11.125"
Two-Page Spread Non-Bleed	15-3/4" x 9-7/8"	15.750" x 9.875"
Publication Trim Size	8-3/8" x 10-7/8"	8.375" x 10.875"

## Convert all RGB and Spot Colors to 4/C process

When Exporting PDF Files

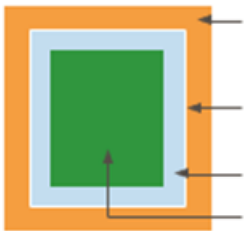
- Select "Adobe PDF Preset: High Quality Print"
- Select "Compatibility: Acrobat 5 (PDF 1.4)"

Marks and Bleed Menu (full-page and 2-page spread bleed ads only)

- Select "All Printer's Marks"
- Weight: 0.25 pt
- Offset: 1po (0.1667")
- Bleed: 0pg (0.125")

All photos, logos, and images in ad must be 300 dpi.

Email pdf files to [nbenoudiz@napeo.org](mailto:nbenoudiz@napeo.org)



**BLEED AREA: SAFETY MARGIN FOR BLEED ADS.** Extend any background art 3/16" beyond the edge of the page (black border) on any bleed edges. If not extended, ad will not bleed properly. Crop marks inside of red bleed area may show on printed ad.

**FINISHED SIZE OF MAGAZINE.** Keep all type and images at least a 1/2 inch inside page edges, shown by the black border. Type and logos outside the black border will be cut off during trimming.

**AVOID TYPE & LOGOS IN THIS AREA:** Type and logos in the yellow area may be cut off during trimming.

**SAFE AREA:** Keep all type and logos within the green area. Any type or logos outside the green area could be too close to the edge of the page or be cut off during trimming.

## Material Due Dates

Issue	Editorial Theme	Ad Close Date	Material Due Date
February	HR & Employee Engagement	12/16/2024	1/6/2025
March	Risk Management	1/15/2025	1/31/2025
April	Building a Modern PEO Operation	2/15/2025	2/28/2025
May	Legal & Regulatory	3/14/2025	3/31/2025
June/July	Finance & Profitability	4/15/2025	4/30/2025

Issue	Editorial Theme	Ad Close Date	Material Due Date
August	Artificial Intelligence	6/13/2025	6/30/2025
September	Sales & Marketing	7/15/2025	7/31/2025
October	Workforce	8/15/2025	8/29/2025
November	PEO Value Proposition	9/15/2025	9/30/2025
December/January	Mergers & Acquisitions	10/15/2025	10/31/2025