

# SER America Magazine Mechanical Specifications



**SER Jobs for Progress  
National, Inc.**

100 E. Royal Lane, Suite 130  
Irving, TX 75039

[ser-national.org](http://ser-national.org)

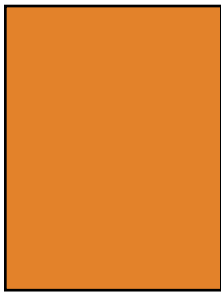
## Ad Dimensions

- Full Page.....7.625" wide by 10" tall
- Full Page with Bleed.....8.5" wide by 11" tall
- Half Page - Vertical (Tall).....3.713" wide by 10" tall
- Half Page - Horizontal (Wide).....7.725" wide by 4.938" tall

Add eighth of an inch (0.125") to each dimension to all for cutting.

0.125" (1/8") on each edge of the ad will be trimmed off during the cutting process. This will leave you with a 8.5" x 11" size ad.

Your type (text) should be 0.125" (1/8") inside the cut box on each side.



FULL PAGE



HALF PAGE VERTICAL



HALF PAGE HORIZONTAL

## SER America Magazine ad rates:

Full page color ad: \$2500

Half page color ad: \$1500

Quarter page color ad: \$800

**All ads are printed full color (CMYK).**

**Save the ad as PDF for press quality.**

*(make sure all graphics are converted to CMYK before creating the PDF)*

**Send PDF ads to:**

*rsanta@ser-national.org and copy lunubri@yahoo.com*

Questions, call Raul Santa, 469-549-3617.

**Deadline for ad artwork - Monday, February 17, 2020**

## Notes:

*The publisher SER National shall be under no liability for errors made by the advertiser or loss by reason of any errors arising out of the publication.*

*Publisher reserves the right to assign all advertising space. All prices are net and non-commissionable.*