

an **INCA** publication

Candy & Snack TODAY

news, trends and insights for decision-makers



2025 MEDIA PLANNER

Category Leader For 15+ Years

Bigger, better and more dynamic, **Candy & Snack TODAY** covers the industry from field to shelf.

One voice, one source, one magazine to meet the information needs of the entire industry. For the past 15 years we have been the **ONLY** publication backed by the resources and data of the NCA and the Sweets & Snacks Expo and the **ONLY** publication that hits the desks of confectionery and snack buyers and category managers, along with decision makers in the top confectionery and snack companies.

We pair the industry's needs for greater sharing of production,

processing, packaging and marketing information, with category insights, trends and product news to produce the ultimate magazine and companion website to reach the individuals who make decisions at retail and in manufacturing!

Candy & Snack TODAY's print circulation of more than 9,000 encompasses all aspects of the industry — retailers, distributors, brokers and all levels of decision-makers in the manufacturing realm, from CEOs to R&D, plant operations and purchasing. Pair that with our unsurpassed digital reach and it is easy to see why we are the category's premier magazine.



Call (216) 631 8200 – Teresa Tarantino • ttarantino@propressinc.com • Audra Kruder • akruder@propressinc.com

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THE MARKET LEADER

Covering The Industry From Field To Shelf

We deliver news, trends and insightful information for global readers, covering the world's largest consumer market – the U.S.A.

We provide the best and most valuable viewpoints on candy and snack marketing and merchandising, along with market-impacting production, processing and packaging trends and

technology, legislative/regulatory issues and exclusive category data only available through NCA and Sweets & Snacks Expo.

PLUS . . . every issue is available online, keeping your advertising message front and center 24/7/365 with links from your ads to your website for added value and increased engagement with your customers.



Dynamic Website

Daily news, exclusive online features, the latest innovations and links to all our content are available on our website, which is part of NCA's comprehensive candyusa.com portal. An impactful industry-exclusive destination averaging 30,000 impressions each month, your message is sure to hit its mark with your target audience.

Targeted Emails

Our bi-weekly Innovation Update emails reach thousands of buyers, merchandisers and category managers, along with decision-makers across all manufacturing disciplines. The Sweets & Snacks On Demand emails reach exhibitors and buyer/merchandise attendees with strong editorial content and limited ads to keep readers focused.

Delivering Your Message at the Sweets & Snacks Expo

Grab the attention of Sweets & Snacks Expo visitors as they arrive each day with an ad in the ONLY Expo Daily. We produce news, product reports and photo galleries direct from the show floor, printed overnight and distributed each morning to attendees as they arrive at the Indiana Convention Center. Plus, our digital edition of the Daily is archived online for 24/7/365 exposure of your message to a global audience after the show ends.

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EDITORIAL PLANNER

FEATURES & SPECIAL REPORTS

JANUARY/FEBRUARY 2025

2025 Category Trends & Insights

- Functional Candy • Nostalgic Candy • Trail Mixes
- 2025 Halloween & Christmas Innovations

BONUS DISTRIBUTION: ECRM Christmas/Halloween, February 16-19; NCA State of the Industry Conference, March 2-4

CLOSING DATES: Space 12/20 • Materials 1/10

MARCH/APRIL 2025

Confectionery Leadership Award Issue

- Chewing Gum Update • Swicy Snacks • 2026 Valentine Innovations
- PLUS: Sweets & Snacks Expo Pre-Show Planner

BONUS DISTRIBUTION: Snaxpo, March 30-April 1; PMCA Production Conference, April 7-9

CLOSING DATES: Space 2/19 • Materials 3/10

MAY/JUNE 2025

Sweets & Snacks Expo Issue

- Gummies • Wellness Trends • Popcorn • Snack Chips
- Sweets & Snacks Expo Product Preview • 2026 Easter Innovations

BONUS DISTRIBUTION: Sweets & Snacks Expo, May 12-15; ECRM Easter/Valentine, June 1-3; Western Candy Conference, June 25-28

CLOSING DATES: Space 4/14 • Materials 4/18

JULY/AUGUST/SEPTEMBER 2025

Retail Experience Issue

- Freeze Dried Candy • Emerging Snacks • Dark Chocolate
- 2025 Sweets & Snacks Expo Wrap Up

BONUS DISTRIBUTION: ECRM Annual Planning, August 24-27; NCA Washington Forum, September Date TBD; Pack Expo, September 29-October 1

CLOSING DATES: Space 7/8 • Materials 7/22

OCTOBER/NOVEMBER/DECEMBER 2025

Manufacturing Update

- Cotton Candy • Lollipops • Snack Nuts
- National Candy Month 2026 Product Preview

BONUS DISTRIBUTION: NACS C-Store Show, October 12-14; Candy Hall of Fame, October 23-26; ISM/ProSweets, February 1-4

CLOSING DATES: Space 9/8 • Materials 9/22

IN EVERY ISSUE

- Publisher's Letter • Editor's Notebook • Product Innovations • Category News
- Candymakers In The Community • Industry Insider • WLG Viewpoint

Editorial & Bonus Distribution program subject to refinement, based on events and trends in the market.

PRINT MAGAZINE



Print Advertising Rates & Specifications

FOUR-COLOR ADVERTISING RATES (NET PER INSERTION)

Unit Size	
1 page	Call for current rates
1/2 page	Call for current rates
1/3 page	Call for current rates
1/4 page	Call for current rates

Note: NCA members earn a discount on published rates.

INSERT & COVER TIP ADVERTISING RATES

Contact your **Candy & Snack TODAY** sales representative for information at (216) 631 8200.

BROKER DIRECTORY AD RATES (NET FOR 6 ISSUES)

\$950 – 2-inch, 1-column four-color unit.

\$1,750 – 4-inch, 1-column four-color unit.

\$3,500 – 8-inch, 2-column four color unit

Unit Size	Width	Depth
2-inch	2.25"	2.06"
4-inch	2.25"	4.375"
8-inch	4.625"	4.375"

MECHANICAL INFORMATION

Publication trim size: 8" x 10-3/4"

Publication bleed size: 8-1/4" x 11"

Binding method: Perfect Bound

STANDARD ADVERTISEMENT SPECIFICATIONS

Unit Size	Width	Depth
Full page	8"	10-3/4"
1/2 page horizontal	7"	4-7/8"
1/2 page vertical	3-3/8"	9-1/2"
1/2 page island	4-9/16"	7-1/2"
1/3 page vertical	2-3/16"	9-1/2"
1/3 page square	4-9/16"	4-7/8"
1/4 page square	3-3/8"	4-7/8"
1/4 page horizontal	7"	2-3/8"

All copy and important artwork must be at least **1/4"** within publication trim size for full-page ads. Allow **1/8"** bleed on all four sides of full-page bleed ads. Ads less than one full page do not bleed.

RATE POLICY

Advertisers that do not use the total number of units on which their billings have been based within a 12-month period may be short-rated. Cancellations are not accepted after posted closing date.

INDEMNIFICATION

The publisher reserves the right to reject any ad it deems inappropriate. The publisher assumes no responsibility for (and the advertiser and agent indemnify the publisher against) any loss, expense or liability resulting from claims or legal action resulting from statements or inferences in any published advertisements.

FILE REQUIREMENTS

- Files should be supplied in high resolution for print, PDF format, built to ad size specifications and allowing for bleed where applicable.
 - We cannot accept graphics files in Microsoft Word, PowerPoint, Microsoft Excel, Corel Draw, Microsoft Publisher or Adobe Pagemaker.
- If sending native files, folders should contain the correctly sized ad in its final PDF form.
 - All working files must be included on the disk.
 - All colors in all files must be converted to CMYK.
 - All images must be included and saved in EPS or TIFF format at high resolution (300 dpi minimum at actual size).

- All fonts (printer and screen) used in any files must be included. Please do not use TrueType fonts.
- Please ensure all trap settings are correct. All Preferences and Settings will remain and files will be printed as received.
- All type must be in Adobe Illustrator or converted to outlines, unless fonts are included.
- Label all files clearly using logical file names that include the issue date and name of the advertiser.

- Low-resolution photos downloaded from the internet are NOT acceptable for print and cannot be used in ads.

"Advertising in Candy & Snack TODAY is the most effective way of reaching decision-makers in the confectionery and snack sectors."

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PRINT MAGAZINE

Print Advertising Specifications

DELIVERY OF AD MATERIALS

BY E-MAIL

- Send to graphics@propressinc.com and include name of ad, name of the advertiser, publication name and issue date in body of email.
- We cannot accept emailed files larger than 25mb.

BY FTP

- Please use a FTP delivery service, such as Hightail, Dropbox or your own in-house service to electronically send materials.
- Email confirmation and download instructions along with a low-res PDF proof to graphics@propressinc.com

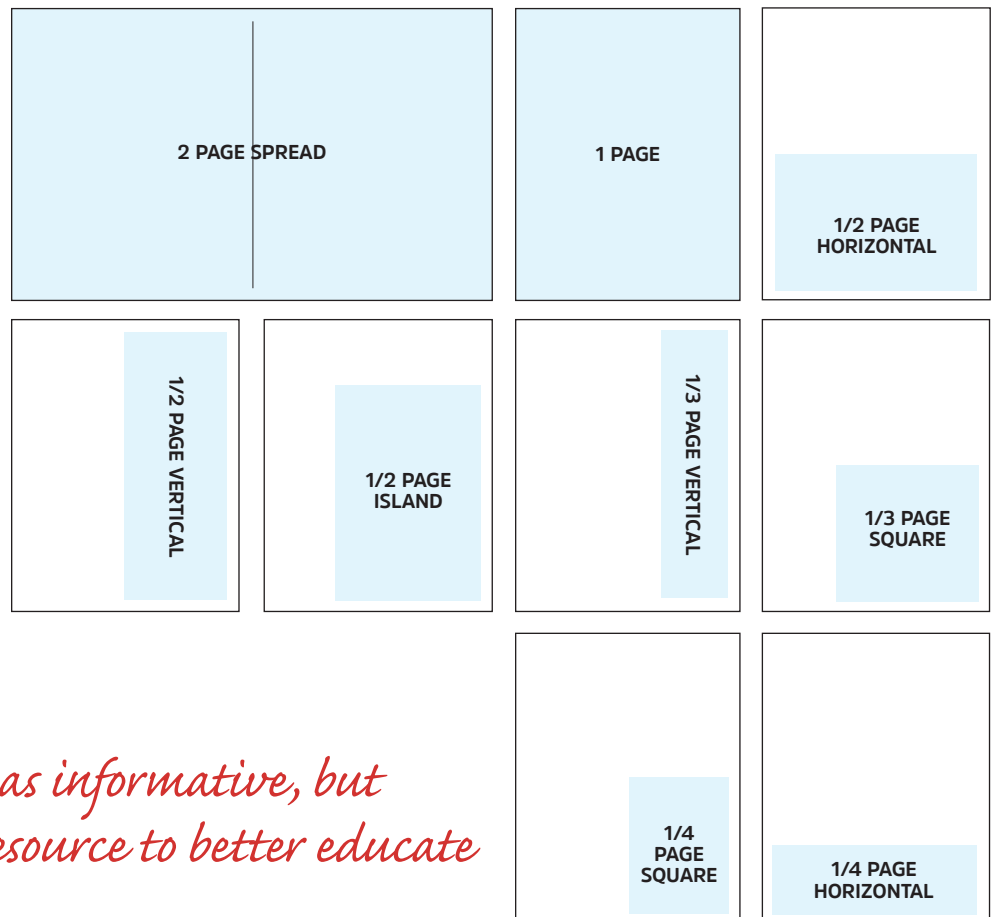
You MUST include your contact information and indicate publication name and issue date.

NOTE: We do not supply color proofs of supplied ads. Please supply a printed proof if you are seeking to guarantee color matching.

CONTACT DETAILS

For additional information on file formatting, call the graphics department at (216) 631 8200.

PRINT AD LAYOUTS



“I view this publication as informative, but more importantly as a resource to better educate myself and my team.”

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DIGITAL OPPORTUNITIES

candyandsnacktoday.com

The **Candy & Snack TODAY** website offers confectionery and snack companies and category suppliers a targeted portal to reach decision makers in both retail and manufacturing. Part of the industry-leading NCA candyusa.com site, **Candy & Snack TODAY's** editorial team posts content daily, ensuring there is always a reason for category leaders to visit the site.

Content is pushed out to the industry through the NCA-sponsored SmartBrief newsletter, **Candy & Snack TODAY's** own bi-weekly innovation newsletter and social media channels, and the Sweets & Snacks Expo OnDemand email, resulting in ads that draw as many as 20,000 targeted impressions each month.

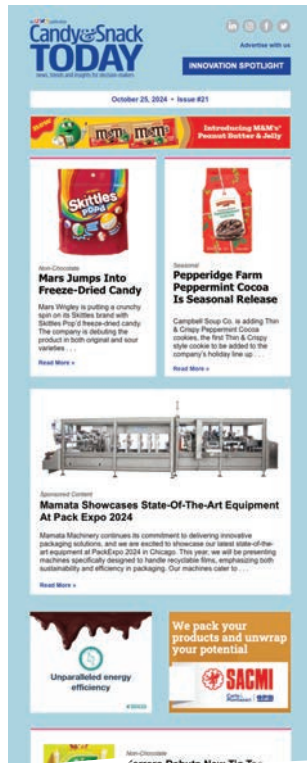
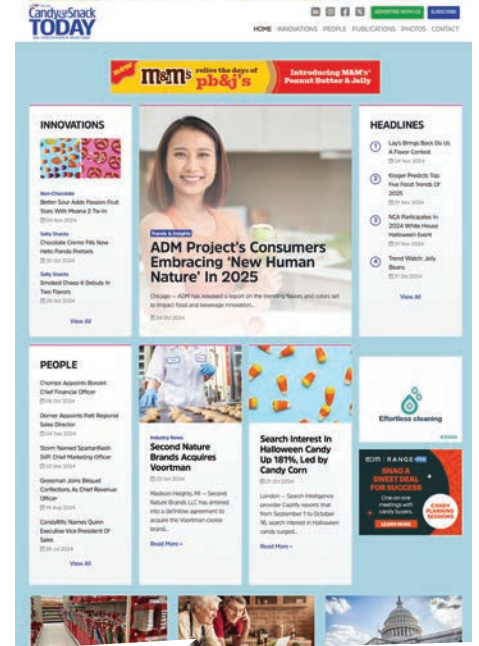
Enewsletters

The **Candy & Snack TODAY** Innovation and Sweets & Snacks OnDemand emails feature content written by the award-winning **Candy & Snack TODAY** editorial team. These emails reach a combined 30,000+ individuals affiliated with the confectionery and snack categories. With open rates of 30 to 60 percent, these emails are a sought-after vehicle for reaching the industry with targeted messages timed around major industry events, including the Sweets & Snacks Expo, PackExpo, ISM, ProSweets and ECRM forums, as well as product launches and breaking news.

All digital advertising is complemented with interaction on **Candy & Snack TODAY** social media feeds to boost exposure.

Custom Content

Candy & Snack TODAY offers customized online content and exclusive email blasts to target your specific marketing and promotional strategies. Call for quotes.



"It's the magazine I reach for when I need an idea or information."

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ONLINE ADVERTISING

candyandsnacktoday.com Rates & Specifications

The **Candy & Snack TODAY** web portal is the industry's best resource for content targeted to decision makers in the confectionery and snack categories. With impressions of up to 20,000 per month, it is the destination for breaking news, consumer insights, technology

updates and columns from experts on topics that help our readers expand the categories and engage with consumers. Online opportunities are available in various locations throughout the site.

RATES (NET PER MONTH)

HOMEPAGE

Run of Site Interrupter – \$2,500 week (*this is the only option on the website that is priced weekly*)
1600px x 400px

Homepage Leaderboard – \$2,500 net • 728 x 90

Homepage Skyscraper – \$3,000 net • 300 x 600

Homepage Medium Rectangle – \$2,500 net • 300 x 250

NEWS PAGE

News Page Leaderboard – \$2,500 net • 728 x 90

News Page Skyscraper – \$3,000 net • 300 x 600

News Page Medium Rectangle – \$2,500 net • 300 x 250

INNOVATION PAGE

Innovation Page Medium Rectangle – \$1,500 net
300 x 250

Innovation Page Skyscraper – \$2,000 net • 300 x 600

SPONSORED ONLINE CONTENT

Contact your sales representative for full details
– prices start at \$3,750 net

Run of Site Interrupter

Homepage Leaderboard

Homepage Skyscraper or Medium Rectangle

News Page Leaderboard

News Page Skyscraper or Medium Rectangle

News Page Leaderboard

Innovation Page Skyscraper

Innovation Page Medium Rectangle

FILE REQUIREMENTS

All images must be Web-ready, at a resolution of 72 dpi. Acceptable file types are .gif, .jpg, and .png. If applicable, links must be provided at submission.

Label all files clearly using logical file names that include the release date and name of the advertiser.

Materials must arrive one week prior to release date or we reserve the right to cancel or reschedule placement at our discretion.

INDEMNIFICATION

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Innovation Emails

newsletter Rates & Specifications

The **Candy & Snack TODAY** Innovation emails are sent to a curated list of 12,000 confectionery and snack category decision makers encompassing both retailers and manufacturers, making it the perfect vehicle to release breaking news and innovations. It is also a must to help drive attendees to your booths at industry events including the Sweets & Snacks Expo, Pack Expo, NACS and ISM/ProSweets.

With an open rate of more than 30%, this is the go-to resource for getting your message to an audience eager to make decisions.

Advertorial Content: Advertiser supplies up to 350 words of content, up to 5 photos/logos and a URL.

Custom Email Blasts: We can reach specific titles and job functions from our member list and send your exclusive content

Bi-Monthly Issue Release Email: Send your message out when we announce the release of each new issue. This is an exclusive opportunity each issue, so your message doesn't get lost when your customers open the email. Sent to 12,000 industry leaders encompassing both retailers and manufacturers.

BI-WEEKLY INNOVATION EMAIL RATES (NET PER EMAIL)

Leaderboard Ad — \$2,500 net • 728 x 90

Medium Rectangle Ad — \$850 net • 300 x 250

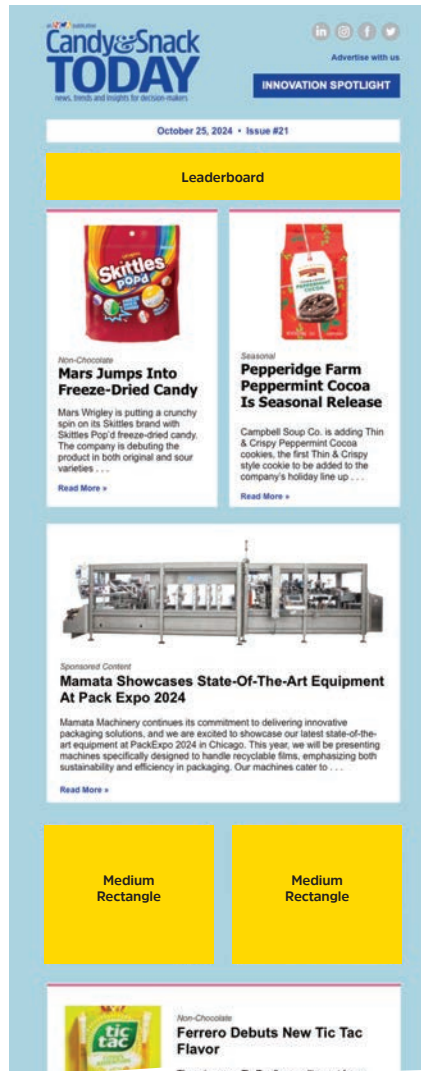
Banner Ad — \$850 net • 728 x 90

Billboard Ad — \$1,200 • 970 x 250

Advertorial Content — \$800 net

CUSTOM EMAIL BLAST — \$3,750 net

ISSUE RELEASE EMAIL — \$3,500 net



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Sweets & Snack Expo OnDemand Emails

newsletter Rates & Specifications

Sweets & Snacks On Demand newsletter – this bi-weekly newsletter (it goes out the week opposite the **Candy & Snack TODAY** newsletter) hits 13,000 fully vetted retailers – expo attendees and potential attendees, including 1,500 buyers representing 80% of category ACV. This has an impressive open rate of nearly 60%!

There are a maximum of 4 advertisers per email to limit competition, and content is driven by the **Candy & Snack TODAY** editorial team. Position rates are per email and spots around major industry events sell out quickly. Maximum of four positions available.

Position #1 – \$3,000 net • 728 x 90

Position #2 – \$2,500 net • 728 x 90

Positions #3/#4 – \$1,500 net • 728 x 90

FILE REQUIREMENTS

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sweets & snacks ON DEMAND
A Digital Platform for the Sweets & Snacks Expo Community

Non-Chocolate Boom: Trends in Candy Innovation

As the non-chocolate candy category surges in popularity, new flavors, textures, and nostalgic favorites are taking center stage. From sour sensations to creative takes on classics, this issue of On Demand explores the trends shaping sugar confections and how these innovations are winning over today's consumers.

INDUSTRY NEWS

Sour Candy is Having a Flavor Adventure
Sour candies are booming with new flavors, textures, and intensities, catering to thrill-seeking consumers of all ages. To appeal to nostalgic fans and Gen Z shoppers alike, brands offer everything from mild sour tastes to face-puckering options. Sour's appeal spans demographics, providing fun and even calming effects for some. With tropical flavors gaining popularity, the sour sector thrives on innovative shapes, textures, and bold packaging, ensuring playful experiences for every taste bud.

Jelly Beans Step Into the Spotlight
Once a primarily springtime treat, jelly beans are now year-round favorites with inventive flavors and partnerships. Top flavors include black licorice, cherry, and strawberry, but new innovations are also turning heads. Frankford's Pickle Jelly Beans bring a sour-dill flavor, while Brach's Easter Brunch Mix adds fun with tastes like mimosa and chocolate glazed donut. Cloetta's Jelly Bean Planet offers naturally colored beans, and Galerie's Froot Loops Jelly Beans capture nostalgic cereal flavors.

PRODUCT INNOVATION

Get ready for a flavor feast! These products will add a little magic to the sweet treat lineup.

Trolli Sour Bite Squads introduces new shapes and flavor combos like blackberry-lime, strawberry-lemonade, and raspberry-orange, with playful packaging featuring gaming characters. Available in sizes from 4.24 to 12.3 oz.

Jelly Belly x Mattel brings two limited-edition lines: Hot Wheels with flavors like Very Cherry and orange soda, and Barbie with Jewel Bubble Gum and Strawberry Boba Milk Tea. Available in various sizes, each collection features themed packaging.

Position #2 Banner Ad

EDUCATION & INSIGHTS

Trends & Sales Unwrapped: 2024 Halloween Sales Review

On Thursday, December 12, 2024, at 1 p.m. ET, join us for a comprehensive review of the 2024 Halloween season. Dive into key insights on shopper engagement, sales drivers, and merchandising performance. Don't miss this opportunity to learn what worked, how consumer behavior shifted, and what to prepare for next year. Perfect for staying ahead of seasonal trends!

Register Today

In Case You Missed It

If you couldn't attend our **Getting to Know Chocolate Consumers** webinar, don't worry! You can still catch all the insights – watch the recording on demand anytime.

Download the Webinar Recording & Deck | Get the 2024 Report & Executive Summary

Save the date for 2025

Mark Your Calendar! Get ready to explore the greatest confectionery and snack innovations at the **2025 Sweets and Snacks Expo, May 13 – 15, 2025**, in Indianapolis, Indiana. Don't miss a moment—sign up now and get notified when registration opens!

Notify Me When Registration Opens

Follow us on social:
f x i n o

sweets & snacks ON DEMAND

National Confectioners Association
1107 30th Street NW, Suite 200, Washington, DC 20007
(202) 534-1440 | info@sweetsandsnacks.com
http://www.ncausa.org

www.sweetsandsnacks.com

Dist. by Sweets & Snacks On Demand | 1/24/24/2024

Make sure you keep receiving Sweets & Snacks On Demand Newsletter! We'll send you an email with instructions to your website.

No Images? www.123.com/links/1234567890

higher logic

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Sweets & Snacks Expo DAILY

Sweets & Snacks Expo attendees callout the Expo Daily as an important component in a successful show! In fact, attendees say the Expo Daily, with its unrivaled coverage of new products, new and established vendors and industry trends, exceeds expectations for supplying vital on-site intel.

Maximize your Sweets & Snacks Expo investment in the ONLY daily at the show!

- Influence buyers — put your sales message straight into their hands!
- A NEW publication every day!
- 10,000 copies handed directly to buyers at the show entrances!
- Online versions will impact buyers during and after the Expo!
- Rates to fit all budgets with full-, half- and quarter-page ad space available now!
- Special discounts for **Candy & Snack TODAY** Expo Issue (May/June) advertisers!
- Need help with ad design?



“Being in Candy & Snack TODAY was a huge boost to our overall visibility! We were amazed at how many buyers stopped by our booth at the Sweets & Snacks Expo because they learned about us earlier that morning in the Daily.”

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Expo Daily Print Rates & Specifications

FOUR-COLOR ADVERTISING RATES*

Ad Size	Advertiser**	Non-Advertiser
Full page	\$1,800	\$2,400
1/2 page	\$1,200	\$1,800
1/4 page	\$1,000	\$1,400

SPECIAL POSITION RATES*

Ad Location
Back Cover \$2,950
Inside Front Cover \$2,750
Inside Back Cover \$2,550
Partial Cover Wrap \$5,800
Daily Distribution Sponsorship \$8,000

*Rates are NET per issue. There are no discounts on cover positions.

** Advertiser rates apply only to companies that have purchased space in the May/June issue of **Candy & Snack TODAY**.

DAILY ADVERTISEMENT SPECIFICATIONS

Unit Size	Width	Depth
Full page	10"	13.5"
1/2 page horizontal	9.25"	6.25"
1/2 page vertical	4.375"	12.624"
1/2 page island	5.75"	9.5"
1/3 page vertical	2.125"	12.625"
1/4 page square	4.375"	6.25"
1/4 page horizontal	9.25"	3.125"
Partial Cover Wrap	14.125"	6.25"

All copy and important artwork must be at least 1/4" within publication trim size for full-page ads. Allow 1/8" bleed on all four sides of full-page bleed ads. Ads less than one full page do not bleed.

MECHANICAL INFORMATION

PUBLICATION TRIM SIZE:

10" X 13.5"

All copy and important artwork must be at least 1/4" within publication trim size for full-page ads. Allow 1/8" bleed on all four sides of full-page bleed ads. Ads less than one full page do not bleed.

Publication trim size: 10" x 13-1/2"

Publication bleed size: 10-1/4" x 13 3/4"

Binding method: Saddle-Stitch

CLOSING DATES: SPACE 4/22 • MATERIALS 4/29

PRODUCT SPOTLIGHT UNIT RATES

\$400 per Unit for **Show Issue Advertiser**

\$850 per Unit for **Non-Show Issue Advertiser**

Advertiser must supply a high-res four-color photograph, 30 to 50 words of copy and contact details. Production cost is included in the price. All unit ads must be pre-paid.

If you would like to supply finished art, please use the dimensions below.

PRODUCT SPOTLIGHT SPECIFICATIONS

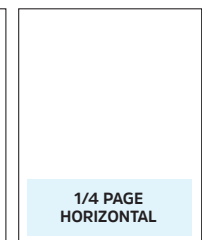
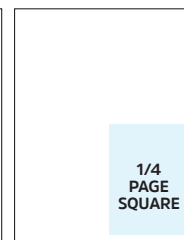
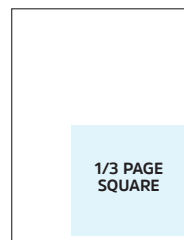
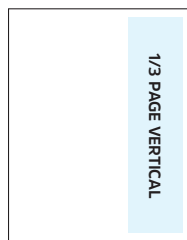
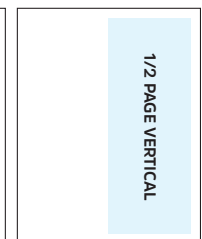
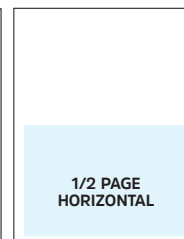
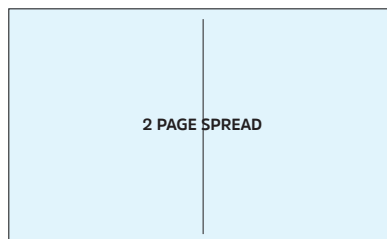
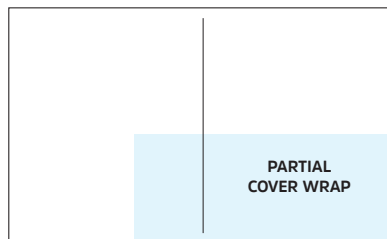
Size	Width	Depth
Unit ad	3"	2-7/8"

CLOSING DATES: SPACE 4/25 • MATERIALS 5/2

INDEMNIFICATION

The publisher reserves the right to reject any ad it deems inappropriate. The publisher assumes no responsibility for (and the advertiser and agent indemnify the publisher against) any loss, expense

PRINT AD LAYOUTS



DISPLAY ADS AS LOW AS \$1,000!

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FILE REQUIREMENTS

- Files should be supplied in high resolution for print, PDF format, built to ad size specifications and allowing for bleed where applicable.
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- Low-resolution photos downloaded from the internet are NOT acceptable for print and cannot be used in ads.

DELIVERY OF AD MATERIALS

BY E-MAIL OR FTP

- Send to graphics@propressinc.com and include name of ad, name of the advertiser, publication name and issue date in body of email.