

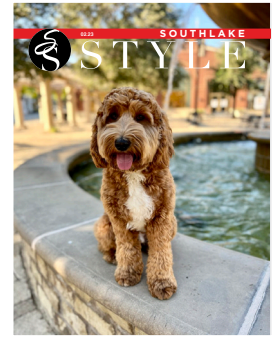


## MARKETING PLANNING CALENDAR

SOUTHLAKE STYLE

MONTH	EDITORIAL THEME	ADVERTISING SECTIONS	RESERVE DEADLINE	TARGET IN-HOME
JAN	HEALTH & WELLNESS	<i>Health &amp; Wellness/Top Trainers, Financial Planning</i>	12/3/24	1/4
FEB	ROMANCE & PETS	<i>Faces Of</i>	1/7	2/1
MAR	20 YEAR ANNIVERSARY	<i>Family Owned Businesses, Home Designs</i>	2/11	3/8
APR	<b>READERS' CHOICE</b>	<b>READERS' CHOICE RECOGNITIONS</b> <i>Winner Spotlight</i>	3/11	4/5
MAY	HOME ISSUE	<i>Super Agents Recognition, Summer Camps/Getaways</i>	4/8	5/3
JUN	CULINARY ISSUE	<i>Chefs/Caterers Summer Spectacular</i>	6/12	6/21
AUG	BACK TO SCHOOL READY	<i>Top Docs Recognition, Schools/Extracurriculars</i>	7/24	8/2
SEPT	FOODIE ISSUE	<i>Top Lawyers Recognition, Dining Guide, Fall Getaways</i>	8/12	9/6
OCT	WOMEN OF INFLUENCE	<i>Women In Business</i>	9/16	10/11
NOV	GIVING BACK	<i>Top Medical Centers, Luxury Auto Showcase</i>	10/14	11/8
DEC	BEST OF	<b>BEST OF 2025</b>	11/5	12/6
FEB	WINTER SPORTS	<i>Senior Tributes</i>	1/28	2/22
MAY	SPRING SPORTS	<i>Senior Tributes</i>	4/29	5/24
SEPT	FALL SPORTS	<i>Senior Tributes</i>	9/2	9/27

DRAGON PRIDE





**FILE FORMAT**

We only accept press-ready, high-resolution PDFs. Crop or registration marks are optional on full page ads but unnecessary for partials.

**IMAGE RESOLUTION**

All photos must be 300 dpi at 100% size.

**FILE NAMING**

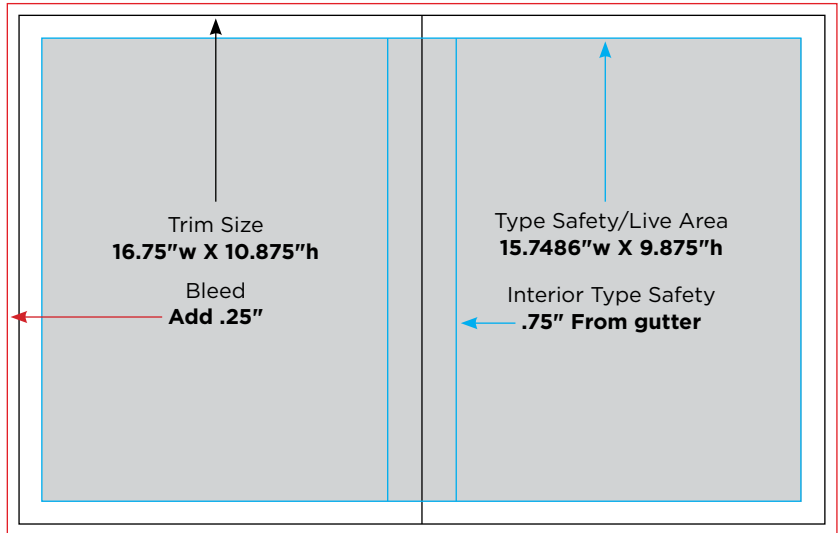
Name your file as your company, size, issue month and year.

**Example**

*CompanyName\_FP\_01-2020.pdf*

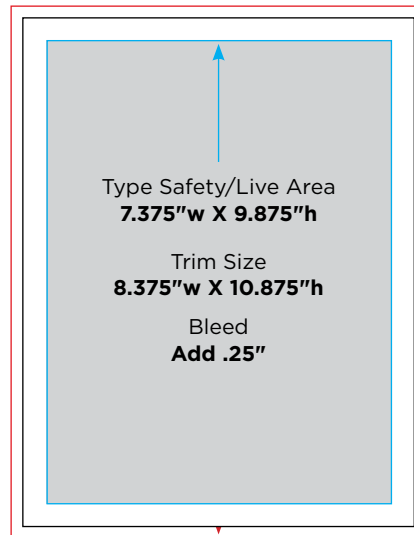
**TWO PAGE SPREAD ADS**

Final Size: 17.25"w X 11.375"h



**ONE PAGE ADS**

Final Size: 8.875"w X 11.375"h



**NEW DOCUMENT SETUP**

Create a new document with the trim size as the height and width: **8.375"w X 10.875"h** and add a **.25" bleed** all the way around.

Then make **1" margins** on all sides and that is the Live Area/Type Safety.

2/3 Page Vertical  
4.6667"w X 9.875"h

1/2 Page Horizontal  
7.125"w X 4.8125"h

1/2 Page Vertical  
3.4375"w X 9.875"h

1/3 Page Square  
4.6667"w X 4.8125"h

1/3 Page Vertical  
2.2083"w X 9.875"h

1/4 Page Vertical  
3.4375"w X 4.8125"h

