

2022 Editorial Calendar

MONTH	COVER STORY	DISPLAY AD CLOSE	DISPLAY MATERIALS DUE	SPECIAL SECTION/GUIDES	DISPLAY AD CLOSE	DISPLAY MATERIALS DUE	ADVERT AD CLOSE	ADVERT MATERIALS DUE
JAN	2022 Cruise Issue	12/1/21	12/15/21	Travvy Awards, Caribbean Special Section*	11/17/22	12/1/22	11/3/21	11/16/21
FEB	Romance Travel	12/29/21	1/13/22	Spa & Wellness, U.S. National Parks and surrounding destinations (Arizona, Alaska, Rocky Mountains, Vegas, etc.)	12/14/21	12/29/21	11/30/21	12/13/21
MAR	Boost Your Luxury Sales	2/3/22	2/17/22	Selling Groups & Family Travel	1/20/22	2/3/22	1/5/22	1/19/22
APR	Selling River Cruises	3/3/22	3/17/22	Europe, the Middle East (Jordan, UAE, Abu Dhabi, Saudi Arabia, etc.)	2/16/22	3/3/22	2/2/22	2/15/22
MAY	Selling Tours & Vacation Packages	4/1/22	4/15/22	Caribbean*, Sustainable Tourism and the companies that practice it, Travel Advisor Appreciation Digital Guide	3/18/22	4/1/22	3/4/22	3/17/22
JUN	Selling Groups & Family Travel	5/5/22	5/19/22	Mexico, LGBTQ	4/21/22	5/5/22	4/7/22	4/20/22
JUL	All About All-Inclusives	6/1/22	6/15/22	The Annual Luxury Report, Millennial Travelers	5/17/22	6/1/22	5/3/22	5/16/22
AUG	Solo Travel	7/8/22	7/22/22	Caribbean*	6/23/22	7/8/22	6/8/22	6/22/22
SEP	Family Holiday Travel	8/4/22	8/18/22	Destination Weddings & Honeymoons, Culinary Travel	7/21/22	8/4/22	7/7/22	7/20/22
OCT	The Growing Luxury Market	9/1/22	9/16/22	The Little Black Book, The Black Traveler, Europe	8/18/22	9/1/22	8/4/22	8/17/22
NOV	The Rise in Adventure Travel, <i>Special Report: MMGY Global's Portrait of American Travelers survey</i>	9/30/21	10/14/22	Caribbean*, South Pacific (including Australia, Tahiti, New Zealand, Fiji, etc.)	9/16/22	9/30/22	9/1/22	9/15/22
DEC	Caribbean/Mexico Forecast	11/2/22	11/16/22	The 2022-2023 Guide to Ocean & River Cruising	10/19/22	11/2/22	10/5/22	10/18/22

*includes full page advertorial with full page & spread ads

Print Media Requirements

Saving and Submitting Your Ads

Materials Due

Artwork must be submitted according to the schedule in the editorial calendars. Limited extensions are available and may be granted by our production department upon request. Cover wrap art and gatefolds must be submitted at least two days in advance of the posted due dates.

Acceptable File Format

Ads must be submitted as a PDF/x-1a (Acrobat 4, v 1.3) file formatted for **CMYK 4 color process**. Native files will not be accepted and AA services are not offered. PDF preset/job options files are available for download on our advertising portal ([ADS.TRAVALLIANCEMEDIA.COM](https://ads.travalliancemediacom)). The PDF preset files may be used to export your PDFs to spec with Adobe products such as InDesign, Illustrator, Photoshop and Acrobat. Quark users may save their ads as a postscript file (from the print menu) and then use Adobe Distiller with the job options file to create a PDF. When preparing files, please make sure all crop marks and color bars are offset by 18pt.

Sending Files

All PDFs must be uploaded to travAlliancemia's advertising portal: [ADS.TRAVALLIANCEMEDIA.COM](https://ads.travalliancemediacom). In the interest of the environment, we no longer accept materials on CD. For preflight testing purposes, all print ads MUST be uploaded

to the ads portal by its supplier. This is to ensure all specifications have been met for our printer. Should you have technical difficulties uploading to the website, please contact PRODUCTION@NTMLLC.COM and we will assist you. You will be required to register for access, and your account will maintain all ads you have submitted for publication in AgentatHome for 90 days. Revisions and pickups should be processed through the website.

Proofing

Information on proof submission may be found on [ADS.TRAVALLIANCEMEDIA.COM](https://ads.travalliancemediacom). Upon upload of your PDF to the ad portal, you will receive a preflight report and low-res proof of your ad. During the upload process, you may elect to waive a proof or submit a SWOP-certified proof directly to our printer, Fry Communications. Only a SWOP-certified proof can be used to guarantee the accuracy of the reproduction; without it, make-goods will not be offered. For more information about a SWOP-certified proof, go to [WWW.SWOP.ORG/CERTIFICATION/CERTMFG.ASP](http://www.swop.org/certification/certmfg.asp).

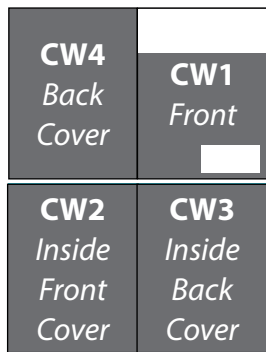
Custom Services

For information about our custom services, please contact DLTAMSALES@NTMLLC.COM

Mechanical Specifications

Please adhere to the following specifications to ensure the best representation of your artwork.

AGENTatHOME is a saddle-bound publication, printed on 50# coated text with a 100# coated text cover that is UV coated. The trim size for both publications is 8.375" x 10.875" (21.2725cm x 27.6225cm) with a bleed size of 8.625" x 11.125" (21.9075cm x 28.5750cm). Live copy refers to any critical type or image.



COVER WRAP

Live Area: 7.625" x 10.125"
 Trim: 8.375" x 10.875"
 Bleed: 8.625" x 11.125"

CW 1: Top 2" must remain dead space for a masthead we provide. White/solid colors are not required, but it must not contain any distracting images. White block (4" x 1.75") for address imprint, positioned .25" from right and bottom trim.



FULL PAGE SPREAD

Live Area: 16" x 10.125"
 Trim: 8.375" x 10.875"
 Bleed: 17" x 11.125"

Allow .25" gutter on each side for safety



HALF PAGE SPREAD

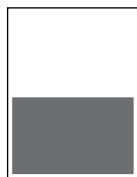
Live Area: 16" x 5"
 Trim: 8.375" x 5.375"
 Bleed: 17" x 5.5"

Allow .25" gutter on each side for safety



FULL PAGE

Live Area: 7.625" x 10.125"
 Trim: 8.375" x 10.875"
 Bleed: 8.625" x 11.125"



HALF PAGE HORIZONTAL

Non-bleed: 7.625" x 5"



1/3 PAGE HORIZONTAL

Non-bleed: 7.625" x 3.25"



1/4 PAGE HORIZONTAL

Non-bleed: 7.625" x 2.375"



HALF PAGE VERTICAL

Non-bleed: 3.75" x 10.125"



1/3 PAGE VERTICAL

Non-bleed: 2.75" x 10.125"



1/4 PAGE VERTICAL

Non-bleed: 3.75" x 5"



1/8 PAGE

Non-bleed: 3.75" x 2.375"

Ad Portal Instructions

Please note that all login credentials are irretrievable. New users should create a new account and be sure to store their username and password in a safe, secure place for future usage. In the case of misplaced login credentials, please simply visit the ad portal and create a new account.

- 1** Visit the ad portal website at: ADS.TRAVALLIANCEMEDIA.COM.
- 2** Create your account, or input login credentials under **“EXISTING MEMBER LOGIN”** and click **“LOGIN”** to reach the ad upload platform.
- 3** Once in the account, click on **“UPLOAD MY AD”** and select the appropriate option on the right hand side of the page:
 - If you are submitting a new creative, please select **“SUBMIT A NEW AD”**
 - If you are submitting a revised creative, please select **“SUBMIT A REVISED AD”**
 - If you want to pick up an ad that was previously uploaded to the portal, please select **“PICKUP AN EXISTING AD”**
- 4** Select the appropriate publication from the list. If running within the magazine, select AGENTatHOME and select **“CONTINUE”**
- 5** Select Issue Date, Ad Size, and select either provide or waive the proof option
- 6** Provide Ad Headline, Advertiser’s Name, advertiser’s web address. Select the 4 Color option, and hit continue.
- 7** Choose the ad file to upload, and hit **“Upload File”**. THIS CAN TAKE A FEW MINUTES DEPENDING ON THE FILE SIZE AND YOUR INTERNET SPEED. Please be patient, the file is being scanned for any errors.
- 8** The preview of your ad will appear after it is uploaded. If the ad was designed to spec, you will not need to adjust anything in the preview. Hit **“NEXT”**
- 9** The ad position preview will appear with the bleed, trim, and safety margins. Click **“APPROVE AD POSITION”**
- 10** Wait for the **“CONGRATULATIONS”** screen. This will confirm that the file has been uploaded.