



MARKETING PLANNING CALENDAR

SOUTHLAKE STYLE

MONTH	EDITORIAL THEME	ADVERTISING SECTIONS	RESERVE DEADLINE	TARGET IN-HOME
JAN	HEALTH & WELLNESS	<i>Health & 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	READERS' CHOICE	READERS' CHOICE RECOGNITIONS <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>	5/27	6/21
AUG	BACK TO SCHOOL READY	<i>Top Docs Recognition, Schools/Extracurriculars</i>	7/8	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	BEST OF 2025	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

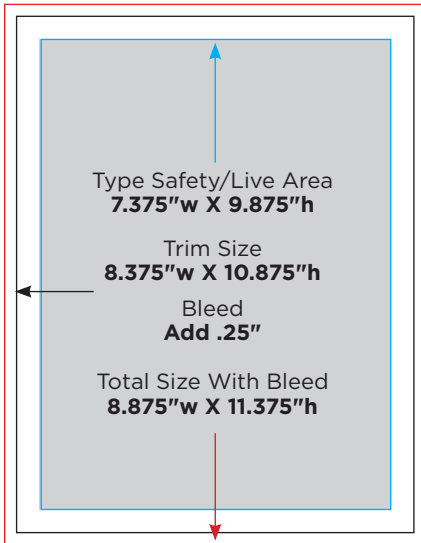
DRAGON PRIDE





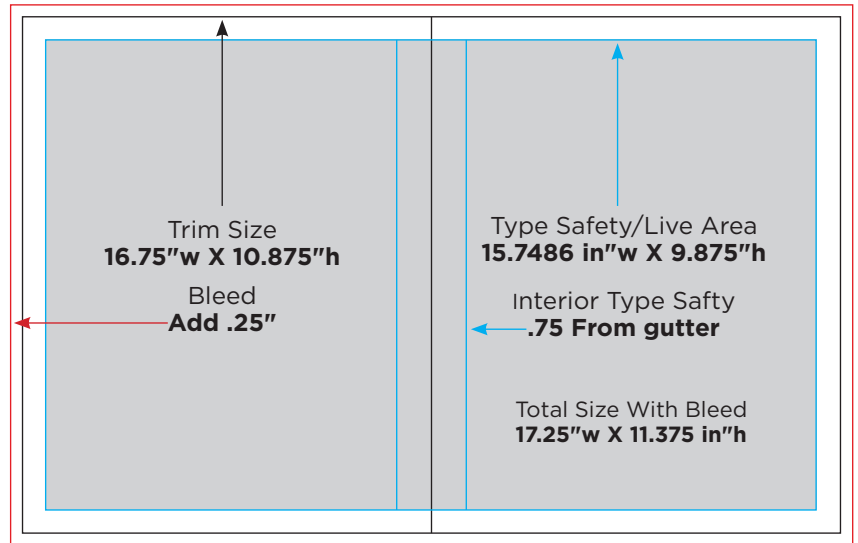
FULL PAGE ADS

Final Size: **8.875" w X 11.375" h**



TWO PAGE SPREAD ADS

Final Size: **17.25 in" w X 11.375" h**



PRINT AD FILE REQUIREMENTS

FILE FORMAT

We only accept press-ready, high-resolution PDFs. Please do not add crop/registration marks.

IMAGE RESOLUTION

All photos must be 300 dpi at 100% size.

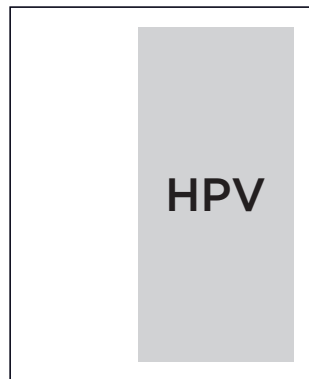
FILE NAMING

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

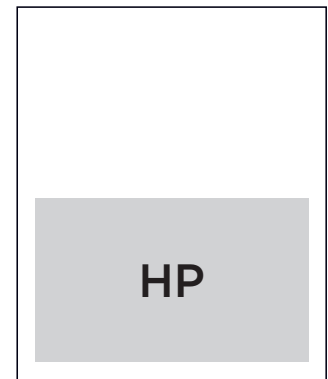
Example

CompanyName_FP_01-24.pdf

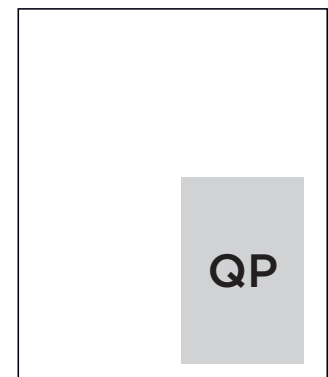
1/2 Page Vertical:
3.4375" w X 9.875" h



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

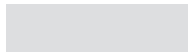
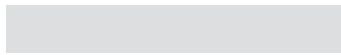


1/4 Page
3.4375" w X 4.8125" h

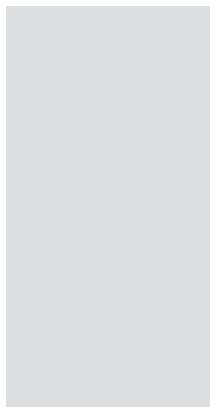




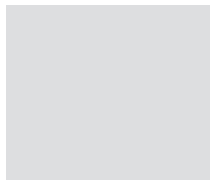
WEBSITE BANNERS



Leaderboard (ad scales)
970 x 90 pixels (desktop)
728 x 90 pixels (tablet)
300 x 100 pixels (mobile)



Skyscraper
300 x 600 pixels

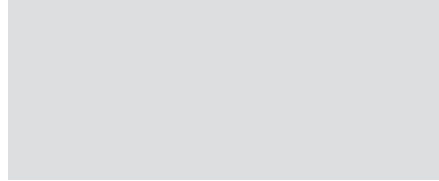


Sidebar
300 x 250 pixels

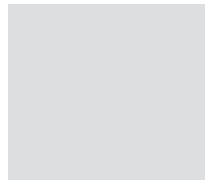
DIGITAL ADS

Please submit in .jpg file format with a DPI of 72.

NEWSLETTER BANNERS



Sponsor Banner
300 x 250 pixels

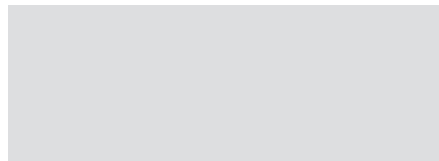


Newsletter Banner
300 x 250 pixels

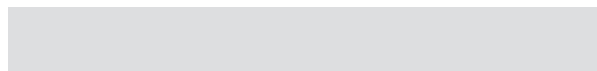
NEWSLETTER ADS ONLY

Please submit in .jpg file format with a DPI of 72 or 180 (clearest)

PROMOTIONAL BANNERS



Group Banner
600 x 200 pixels



Category Banner
728 x 90 pixels

PROMO BANNERS

Please submit in .jpg file format with a DPI of 72.