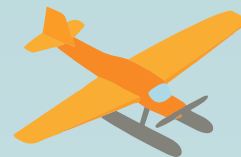


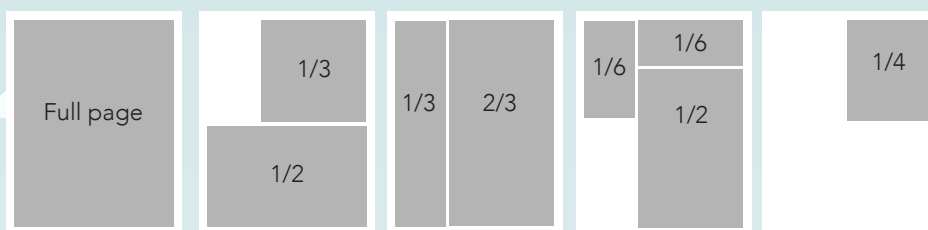
AD SPECIFICATIONS



Print Ad Dimensions

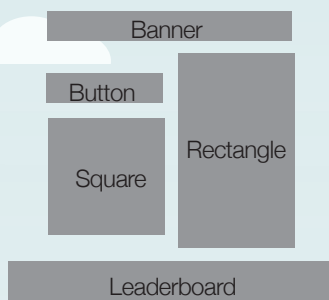
Ad Size	Width	Height
1/6 Page Vertical 1/6 Page Horizontal	2.375" 4.9375"	4.875" 2.3125"
1/4 Page	3.6"	4.875"
1/3 Page Vertical 1/3 Page Horizontal	2.375" 4.9375"	10" 4.875"
1/2 Page Vertical 1/2 Page Horizontal	4.9375" 7.5"	7.5" 4.875"
2/3 Page	4.9375"	10"
Full Page*	8.375" + .125" bleed	10.875" + .125" bleed

*Live area 7.5" x 10"



Web Ad Dimensions

Ad Size	Pixel Dimension
Leaderboard	728 x 90
Banner	468 x 60
Rectangle	240 x 400
Square	240 x 240
Button	240 x 60



Accepted Print Ready Files

Adobe Acrobat PDF files are the preferred file format. All images need to be a minimum of 300 dpi in CMYK and all fonts embedded. All line art should be saved at 1,200 dpi. **PDF files should be generated using PRESS settings.** For all other file types, all elements that are contained in the ad must be included with file on media and be of high resolution, no less than 300 dpi. **All photos and graphics must be set to CMYK.** We are not responsible for color accuracy in files that must be converted from RGB to CMYK.

Format for Web Materials

.JPG, .PNG, .SWF. All files must be 72dpi. Static files with no animation should be a maximum of 150kb file size.

Accepted Media

CD, E-mail, Thumb drive, Dropbox.

Color Proofs

If color accuracy is important, all four-color ads should include a matchprint or equivalent digital color proof. (If an accurate color proof is not provided, publisher will not be responsible for exact color reproduction.)

Production Charges

We offer creative ad design as a service to our clients. The production fee of \$130 includes two client proofing cycles. Production charges will also apply to re-size an existing ad or fix one that was submitted with flaws.

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