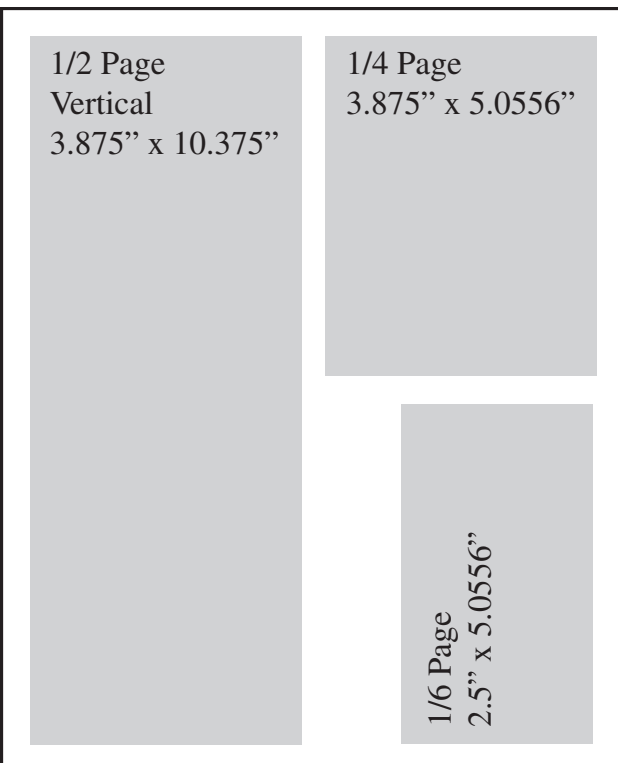
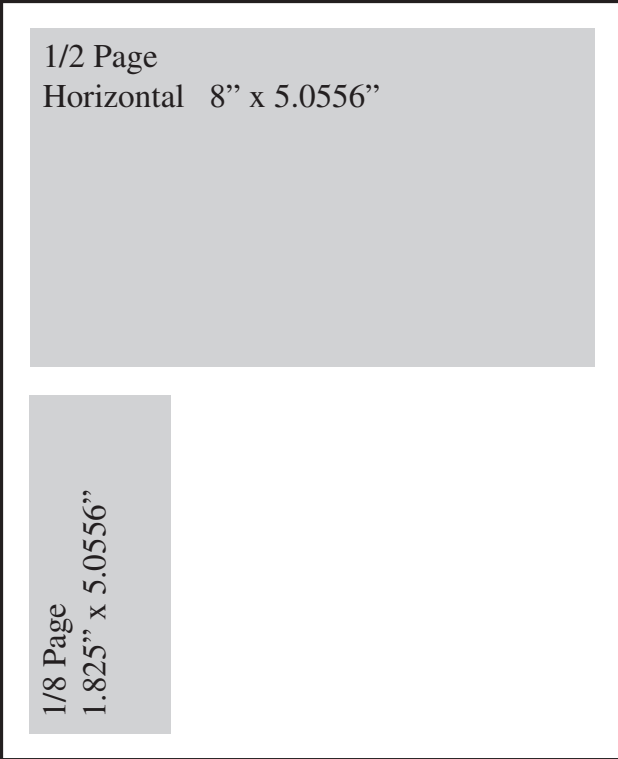


**AD SIZE SPECIFICATIONS**



**Double Truck: (two facing pages)**

With Bleed ..... 17.25" x 11.25"  
 With No Bleed ..... 16.5" x 10.375"  
 Trims to ..... 17" x 11"

**Full Page:**

With Bleed ..... 8.75" x 11.25"  
 With No Bleed ..... 8" x 10.375"  
 Trims to ..... 8.5" x 11"

1/2 Half Page Horizontal ..... 8" x 5.0556"  
 1/2 Half Page Vertical ..... 3.875" x 10.375"  
 1/4 Page ..... 3.875" x 5.0556"  
 1/6 Page ..... 2.5" x 5.0556"  
 1/8 Page ..... 1.8125" x 5.0556"

To ensure that your ad reproduces with the highest quality possible, please pay careful attention to the following mechanical requirements.

**General Advertising Specifications**

Preferred file format for all ad submissions is high res PDF. We strongly encourage all advertisers to become familiar with the PDF standard. It is widely accepted and extremely reliable. However, we will continue to accept native file formats but you may incur additional charges if there are problems with the native file (missing fonts, images, etc.).

- All High-resolution images and fonts must be included when the PDF file is saved
- Only use Type 1 Fonts - No TrueType fonts or Font substitutions.
- Images must be SWOP (CMYK or Grayscale) TIFF or EPS between 200 and 400 dpi
- NO RGB or JPEG Images. Do not nest EPS file into other EPS files. Do not embed ICC profiles within images
- All required trapping must be included in the file(s).
- Macintosh and PC formatted files can be accepted.

**Software**

Acceptable applications: InDesign CS, QuarkXPress 6.5, Adobe Photoshop (6.x or higher), and/or Adobe Illustrator (6.x or higher). We cannot guarantee correct output from any other application (such as Adobe PageMaker and any word processing applications), and ads built and submitted in such programs are subject to refusal.

**Fonts**

Should be PostScript, Type 1 fonts. We cannot guarantee correct output of any file using TrueType fonts. Both screen and printer fonts must be included with your ad. This includes fonts used in EPS files.

**Colors**

Should be built using a CMYK model. All spot colors will be converted to the closest possible CMYK equivalent.

**Images**

All images used in the layout of your ad should be included with your submission. Raster images should be scanned at 100 percent at a print resolution of 300 dpi, and saved as CMYK or Grayscale TIFF images. Bitmapped images are acceptable for most scanned logos. Images not meeting these specifications are subject to refusal and re-scanning, and the advertiser risks incurring late and/or scanning charges. Vector images should be saved as EPS files using CMYK colors with outlined fonts. Raster images used in EPS files must be embedded.

**Ad layouts**

Should be designed to the ad size: any placement, approval information, or other information should be placed on the pasteboard. Bleeds should be built into the document size, not extended to the pasteboard (see Trim and Bleed Sizes above). Any ad created with a document size different from the ad size (including ads with bleeds) may be subject to refusal, and the advertiser risks incurring modification charges.