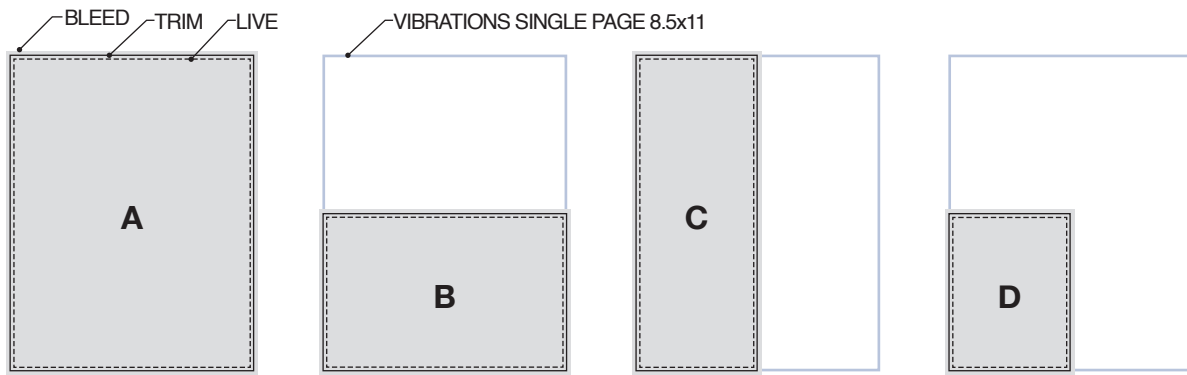


Advertisement Specifications

Ad type	Bleed	Trim	Live
Full page (A)	8.75x11.25	8.5x11	8.25x10.75
Half page, horizontal (B)	8.75x5.75	8.5x5.5	8.25x5.25
Half page, vertical (C)	4.5x11.25	4.25x11	4x10.75
Quarter page (D)	4.5x5.75	4.25x5.5	4x5.25



Mechanical requirements

Ads must be sized per table above.

Ads with bleed must have .125" bleed beyond trim area, and all live material kept within live area.

Ads without bleed must not have any type or art beyond live area.

Ads must have crop marks indicating the trim area.

Ads must be either 4/C process, 4/C process plus PMS 295, 2/C (Black and PMS 295), or one color (Black or PMS 295).

Acceptable file formats are Press Quality PDF, PDF/A, and PDF/X. All fonts must be embedded, and images must be either CMYK, Grayscale, Monotone, or Duotone, as appropriate to your ad's color specifications.

Camera ready art is also acceptable for one color ads (Black or PMS 295). Camera ready art must be black. Indicate if ad should be reproduced in PMS 295 instead of black.