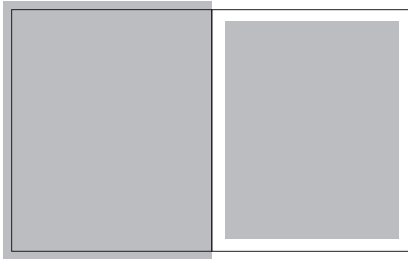


2-Page Spread:
18 x 10.875

With 0.125" Bleed:
18.5 x 11.125

All live matter must be
0.125 from trim

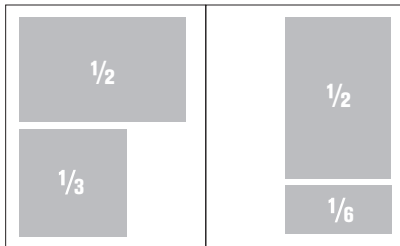


Full Page:
9 x 10.875

With 0.125" Bleed:
9.25 x 11.125

All live matter must be
0.125 from trim

Full Page Without Bleed:
8 x 10

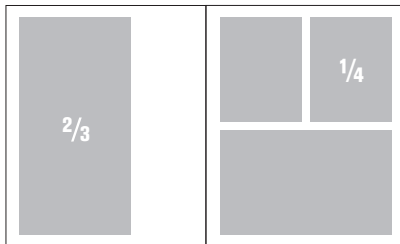


1/2 Horizontal: 7.625 x 4.875

1/3 Square: 4.875 x 4.875

1/2 Vertical: 4.875 x 7.5

1/6 Horizontal: 4.875 x 2.5



2/3 Vertical: 4.875 x 10

1/4 Vertical: 3.75 x 4.875**

**Specialty Ad Sections Only
(Style Market, Support Local
& Professional Profiles)

MECHANICAL SPECIFICATIONS

Our staff utilizes Adobe Creative Cloud.

Any of the following layout files are acceptable:

- InDesign (*.indd)
- Photoshop (*.psd, *.tif, *.jpg, *.eps)
- Illustrator (*.ai, *.eps, *.pdf)
- Acrobat (*.pdf)

Non-Working Files

We also accept non-working files in *.tif, *.jpg, *.eps and *.pdf formats.

Note that changes cannot be made to these files once received.

If submitting a non-working file:

- Outline or embed all fonts
- Embed all images

Contact your account representative for further instructions on how you can submit your artwork.

FILE SETUP

Set document dimensions to the correct size of the ad.

It is not necessary to include printer marks such as crop, bleed and registration marks or page information.

All images must be 300dpi minimum.

Ads submitted as a flattened *.jpg should be **600dpi** to ensure the text appears crisp.

COLOR

All colors must be built from process colors CMYK.

Convert any spot colors or Registration Black to process CMYK.

RICH BLACK CMYK

C: 75 M: 63 Y: 63 K: 100

COLOR PROFILE

North America Prepress 2

Working CMYK - U.S. Web Coated (SWOP) v2

Disclaimer: Ads are accepted with the understanding that we will make reasonable efforts to match color specifications. However, we cannot guarantee exact color reproduction and will not rebate or adjust except where reproduction clearly diminishes its utility or effectiveness. Color is not an exact science and can appear differently in other publications due to difference in printers, in-line issues and paper stock.