
HIGH-IMPACT DIMENSIONS AND GUIDELINES

GUIDELINES FOR SUPPLYING ADS

We accept ads in the following electronic format:

- ▷ PDF files should be created using postscript files distilled using PDF/X-1a settings with all fonts embedded. Please include crop marks offset 0.125"; full page ads should include a 0.125" bleed on all sides.
- ▷ Documents made using QuarkXPress, Adobe InDesign, Illustrator or Photoshop.
- ▷ Files with fonts included/embedded (both screen and printer fonts). Outline all fonts whenever possible.
- ▷ Scanned photos or art should be saved as EPS or TIFF files.
- ▷ Scanned color photos should be saved as CMYK; not RGB.
- ▷ Scanned photos should be saved at a minimum 300 DPI resolution; not 72.
- ▷ Files that include RGB or SPOT COLOR will be converted to CMYK unless directed otherwise.
- ▷ All ads should be submitted with a proof. A press match print is required to guarantee color output.
- ▷ Supply all supporting EPS and TIFF files (such as logos, photos, special artwork) used in your document.
- ▷ Ads can be submitted on CD or DVD, please contact your ad coordinator for placing ads on our FTP site.

We use the following programs: Adobe InDesign CS5, Illustrator CS5 and Photoshop CS5.

Advertising material not meeting the specifications outlined above and requiring additional preparation will be billed for the work performed.

PRODUCTION CHARGES

Advertisers providing material not meeting the specifications outlined in the Rate Card and requiring additional preparation work will be billed for the work performed. This can include mechanical, typesetting, material duplication and/or creative charges required to ensure that material meets specifications.

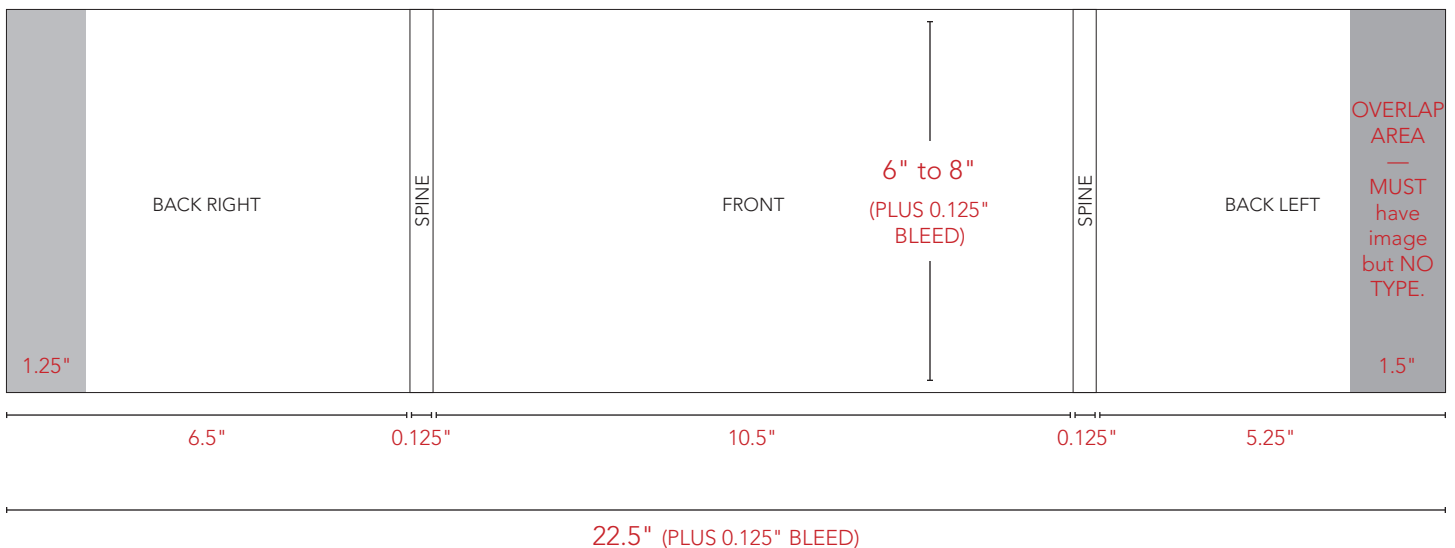


BELLY BANDS

- ▷ Please see diagram below for belly band measurements.
- ▷ Bleed size – add 1/8" (0.125") to each edge.
- ▷ Belly Bands must fold Right over Left on the back of the magazine.
- ▷ If the same band will be used for more than one issue, the total amount needed should be printed at one time.
- ▷ The file must arrive 3 weeks prior to the issue date.
- ▷ Typically prints on 80# Text

NOTE: Bellyband height must be restricted to allow its placement to be at least 0.25" below nameplate and 0.25" above inkjet box.

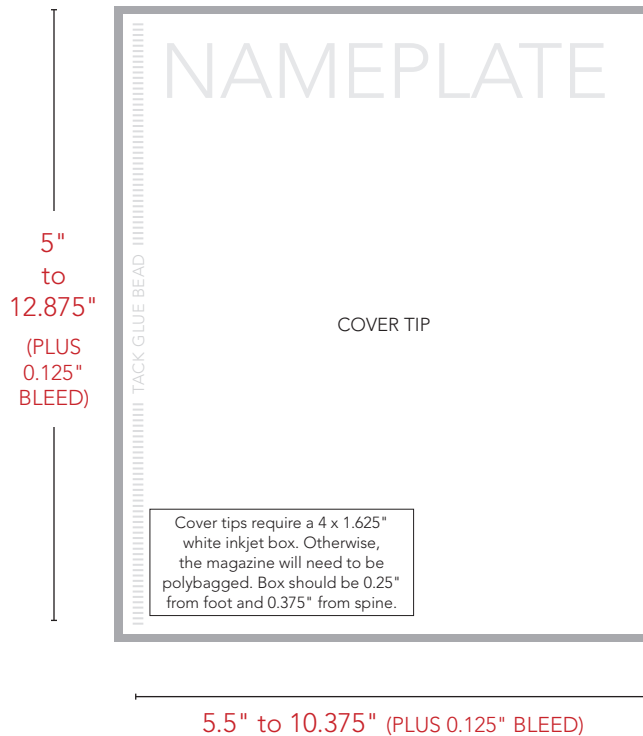
NOTE: Magazines over 80 pages or with multiple inserts may require modifying the spine dimension. Please check, if uncertain.





COVER TIPS

- ▷ Please see diagram below for measurements.
- ▷ Bleed size – add 1/8" (0.125") to each edge.
- ▷ Full cover tips must include nameplate; partial cover tips do not cover nameplate.
- ▷ Cover tips require an inkjet box on the tipped piece (otherwise, they'll be polybagged or paper labeled at additional cost).
- ▷ If the same cover tip will be used for more than one issue, the total amount needed should be printed at one time.
- ▷ The file must arrive 3 weeks prior to the issue date.
- ▷ Typically prints on 80# Text



NOTE: A full cover tip for this magazine is 10.375 x 12.875" (plus 0.125" bleed on all sides)



6-PAGE COVER GATEFOLD

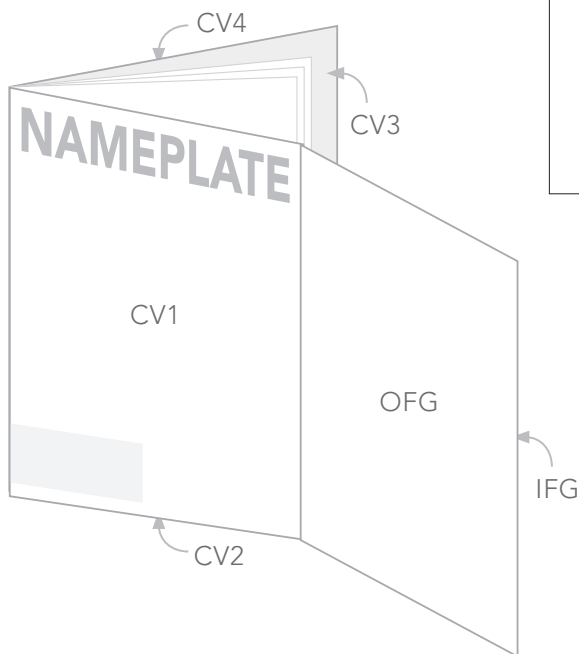
- ▷ Please see diagram for measurements.
- ▷ Bleed size – add 1/8" (0.125") to each edge.
- ▷ Gatefold Covers require an ink jet box or will otherwise need to be polybagged at an additional cost.

OUTSIDE

<p>CV4 (FILE NAME)</p> <p>10.5 x 13" (PLUS 0.125" BLEED)</p>	<p>NAMEPLATE</p> <p>CV1 (FILE NAME)</p> <p>10.25 x 13" (PLUS 0.125" BLEED)</p>	<p>OUTSIDE FRONT GATE OFG (FILE NAME)</p> <p>10 x 13" (PLUS 0.125" BLEED)</p>
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INSIDE

<p>INSIDE FRONT GATE IFG (FILE NAME)</p> <p>10 x 13" (PLUS 0.125" BLEED)</p>	<p>NAMEPLATE</p> <p>CV2 (FILE NAME)</p> <p>10.25 x 13" (PLUS 0.125" BLEED)</p>	<p>CV3 (FILE NAME)</p> <p>10.5 x 13" (PLUS 0.125" BLEED)</p>
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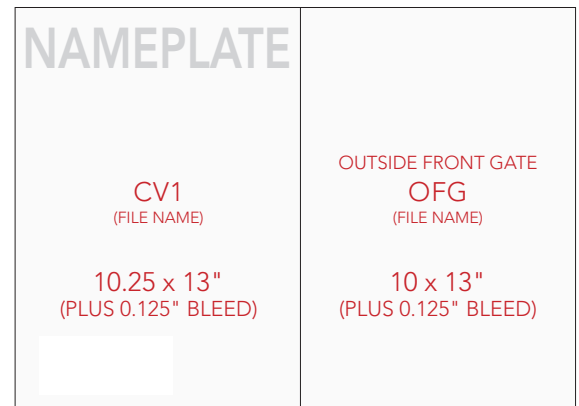




4-PAGE COVER GATEFOLD

- ▷ Please see diagram for measurements.
- ▷ Bleed size – add 1/8" (0.125") to each edge.
- ▷ Gatefold Covers require an ink jet box or will otherwise need to be polybagged at an additional cost.
- ▷ This is the same mechanical setup as a 6-page cover gatefold but with CV3 and CV4 owned by other advertisers.

OUTSIDE



INSIDE

