

ALL MATERIALS MUST BE SUBMITTED VIA YOUR **CSM ELECTRONICALLY**

COMPUTER FILE SPECIFICATIONS

- Please send High Res (PDF X-1A 2001) PDFs with no printer's marks. (Color bars, crop marks, etc.)
- When possible, please convert text to paths.
- Include all placed or linked graphics, screen and printer fonts, original application files, extensions or plug-ins.
- All colors are printed in four-color process. Please build your ad as CMYK, since no PMS matches will be available.
- If sending a PDF, embed all fonts and distill at a resolution of at least 300dpi.
- All photos and line art should be in Mac TIFF, JPG, PDF or EPS format.

Please Note: We **cannot** accept ads or images provided in any PC-based word processing program (Microsoft Word, PowerPoint, Publisher or any files that end with ".dat"). RGB might have color changes when converted to CMYK.

WE CAN ACCEPT FILES FROM THE FOLLOWING:

- Adobe Illustrator 10.0 or higher
- Adobe Acrobat PDF
- Adobe Photoshop 7.0 or higher
- Adobe InDesign 2.0 or higher

PRINTING SPECIFICATIONS:

COLORS: Process (CMYK)

MINIMUM DPI: 300

TRIM: 8" x 10.25"

BLEED: 8.5" x 10.75"

METHOD OF PRINTING: Web Offset

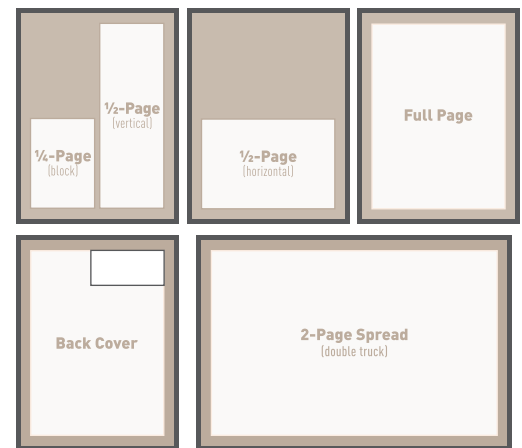
METHOD OF BINDING: Saddle Stitch (SS) and Perfect Bound (PB)

Contact your CSM to find out which method will be used in your market.

STANDARD DISPLAY ADS W x H

AD SIZE	LIVE AREA	TRIM	BLEED
1/4 BLOCK	3.375" x 4.5"	N/A	N/A
1/2 HORIZONTAL	7" x 4.5"	N/A	N/A
1/2 VERTICAL	3.375" x 9.25"	N/A	N/A
FULL PAGE	7" x 9.25"	8" x 10.25"	8.5" x 10.75"
BACK COVER	7" x 9.25" *	8" x 10.25"	8.5" x 10.75"
2-PAGE SPREAD	15" x 9.25"	16" x 10.25"	16.5" x 10.75"

*Leave 4.1921" x 1.8353" blank for mail label .3" from top right corner.



HIGH IMPACT ADS W x H

AD SIZE	LIVE AREA	TRIM	BLEED
8-PAGE FRENCH GATE	<i>Folds and trims to 8" x 10.25"</i>	31" x 10.25"	31.5" x 10.75"
4-PAGE POP UP	<i>Folds and trims to 8" x 10.625"</i>	16" x 10.625"	16.5" x 11.125"
4-PAGE INSIDE GATEFOLD	<i>Front Page 7" x 9.25"</i>	<i>Front Page 7.68" x 10.25"</i>	<i>Front Page 7.93" x 10.75"</i>
	<i>Spread 14.5625" x 9.25"</i>	<i>Spread 15.57" x 10.25"</i>	<i>Spread 15.82" x 10.75"</i>
3-PAGE GATEFOLD	<i>Back Page 7" x 9.25"</i>	<i>Back Page 7.68" x 10.25"</i>	<i>Back Page 7.93" x 10.75"</i>
	<i>Front Page 7" x 9.25"</i>	<i>Front Page 7.68" x 10.25"</i>	<i>Front Page 7.93" x 10.75"</i>
DAL-CARD (5x9)	<i>Spread 14.5625" x 9.25"</i>	<i>Spread 15.57" x 10.25"</i>	<i>Spread 15.82" x 10.75"</i>
	<i>Front 8.75" x 4.75"</i>	9" x 5"	9.25" x 5.25"
BLOW-IN CARD	<i>Back 4.1875" x 4.75"</i>	7" x 5"	7.25" x 5.25"
	<i>Front 6.75" x 4.75"</i>	7.375" x 5"	7.875" x 5.5"
BIND-IN CARD (SS)	<i>Back 6.75" x 4.75"</i>	7.38" x 5"	7.88" x 5.5"
	<i>Front 7" x 4.625"</i>	15.125" x 10.25"	15.5" x 10.625"
BIND-IN CARD (PB)	<i>Back 7" x 4.625"</i>	15.125" x 10.25"	15.5" x 10.625"
	<i>Front 7" x 4.625"</i>	15.125" x 10.25"	15.5" x 10.625"
STANDARD & REVERSE PB INSERTS	14.125" x 9.25"	15.125" x 10.25"	15.5" x 10.625"

