

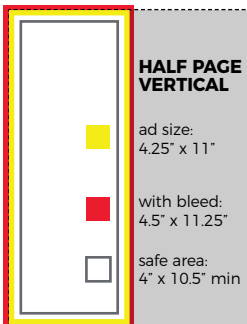
PDF files preferred – PDF/X-1a or PDF/X-4

- Image Resolution: 300 ppi at 100% of reproduction size
- CMYK inks only. **No spot colors!** All spot, lab or RGB colors will be converted to CMYK and we cannot guarantee color match.
- All ad sizes require an additional .125" bleed on all sides.
- *Keep it safe!* Keep text and graphics not intended to bleed a minimum of .25" from the trim (safe area) to allow for variances in printing.

Half Page (horizontal)

Ad size: 8.5" x 5.5"

Include additional .125" bleed on all sides (required); 8.75" x 5.75"



Half Page (vertical)

Ad size: 4.25" x 11"

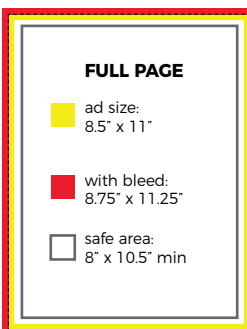
Include additional .125" bleed on all sides (required); 4.5" x 11.25"

Full Page

Ad size: 8.5" x 11"

Include additional .125" bleed on all sides (required); 8.75" x 11.25"

Keep it safe! Keep text and graphics not intended to bleed a minimum of .25" from the trim to allow for variances in printing.

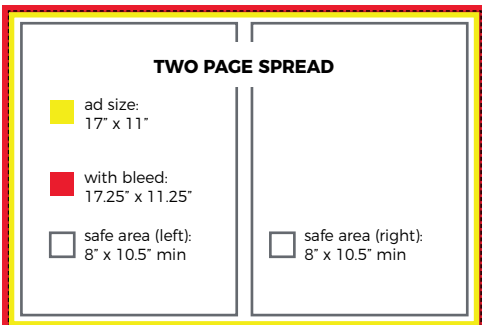


Two-Page Spread

ad size: 17" x 11"

Include additional .125" bleed on all sides (required); 17.25" x 11.25"

Respect the gutter! DO NOT run text or graphics that requires tight registration across the center of the spread.



Questions?

If you have any questions about your advertising placement or formatting, please contact:

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