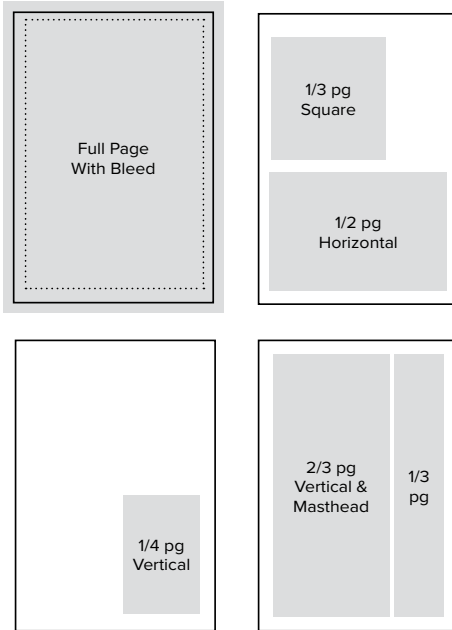


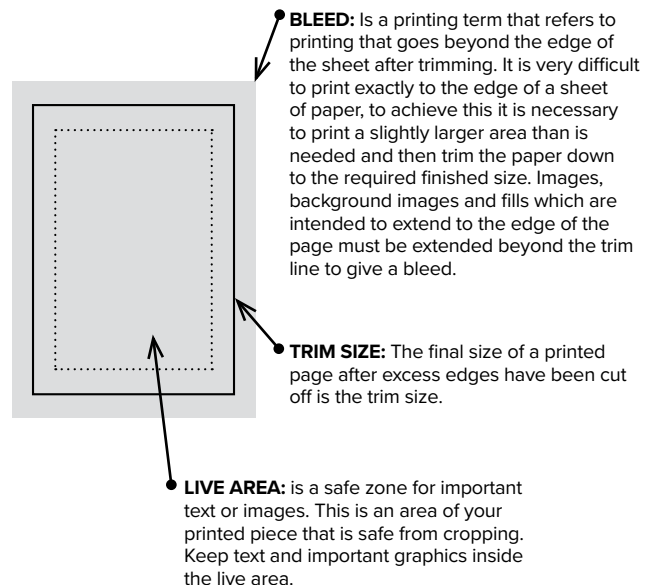
**ADVERTISING SPECS**

(Width x Height)



Full Page Trim Size	8" x 10.75"
Full Page With Bleed	8.25" x 11"
Full Page Live Area	7" x 9.75"
1/2 Page Horizontal	7" x 4.875"
2/3 Page Vertical/Masthead	4.625" x 9.75"
1/3 Page Square	4.625" x 4.875"
1/3 Page Vertical	2.222" x 9.75"
1/4 Page Vertical	3.375" x 4.875"

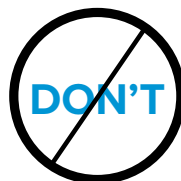
**GLOSSARY OF TERMS**



**TECHNICAL GUIDELINES:**



- Save all art as high resolution (300 dpi)
- Use only four-color process CMYK.
- **Outline ALL fonts or package the fonts** along with your artwork.
- Document size must be the same as ad size.
- **Full-page ad must have bleed** and adhere to live area.
- Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.



- **Do not include crop marks, color bars or extra space.**
- Don't use RGB, LAB or Spot colors. **(All colors should be converted to process)**
- Don't forget about including bleed for full page ads.
- Don't use any overprint options.

**ACCEPTED FILE FORMATS**

Adobe Acrobat	.pdf/x-1a
Adobe Illustrator	.EPS

**SEND AD MATERIALS TO:**

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