



AD SPECS

DISPLAY ADS	TOTAL SIZE <i>w/ bleed</i> Width x Height	LIVE IMAGE SIZE Width x Height	BLEED Sides/Top/Bottom
Cover page ¹	6.00" x 9.00"	5.00" x 6.25"	.5"/1.5"/1.25"
Back cover ¹	6.00" x 9.00"	5.00" x 6.25"	.5"/2.25"/.5"
Center spread	11.00" x 9.00"	10.25" x 8"	.5"/.5"/.5"
Full page	6.00" x 9.00"	5.00" x 8.00"	.5"/.5"/.5"
1/2 page-horizontal	6.00" x 5.00"	5.00" x 4.00"	.5"/.5"/.5"
1/2 page-vertical	2.50" x 8.00"	2.50" x 8.00"	NONE
1/4 page-horizontal	5.00" x 2.00"	5.00" x 2.00"	NONE
1/4 page-vertical	2.50" x 4.00"	2.50" x 4.00"	NONE
1/8 page	2.50" x 2.00"	2.50" x 2.00"	NONE

ELECTRONIC FILE SUBMISSION

Ads submitted electronically that are the correct size and are of the following formats will not have an additional graphics charge.

1. All ads should be submitted electronically as Adobe PDF files.
2. Ads must be accompanied by a printout or fax.
3. All ads submitted that do not follow these specs will be charged for any changes to graphics that are required to make the ad printable.
4. All black text in color ads should be 100% black and set to knock-out the background.
5. Any text 4 pt or smaller must be 100% black and set to knock-out the background.
6. PDF
 - a. All fonts and graphics must be embedded.
 - b. Output set to 600 dpi, photos at 150 dpi.
 - c. All pdf files must be distilled using Acrobat Distiller.
 - d. We do not take responsibility for ads that were created as a .psd, .ai or Publisher pdf.
7. EPS- With all type converted to outlines/curves.
8. JPEG- High resolution only: preferably 600 dpi minimum 300 dpi.

NOTE: WE DO NOT ACCEPT ELECTRONIC FILES FROM PUBLISHER, COREL DRAW OR MICROSOFT WORD. WE CAN RESET SUCH FILES FOR YOU.

**TO SUBMIT YOUR AD,
E-MAIL YOUR FILE AS AN ADOBE PDF ATTACHMENT TO:
THE ADVERTISER: ADS.THEADVERTISER@GMAIL.COM**

We do not guarantee the print quality of any ad that is provided to us. Client is responsible to pay for the ad.