

AD DIMENSIONS

SIZE WIDTH X DEPTH

Full	4 column	7 1/2"	9 3/8"
Jr Full	3 column	5 9/16"	7"
1/2	4 column	7 1/2"	4 5/8"
1/2	2 column	3 11/16"	9 3/8"
1/3	4 column	7 1/2"	3 1/8"
1/3	3 column	5 9/16"	4 5/8"
1/3	2 column	3 11/16"	6 1/8"
1/4	2 column	3 11/16"	4 5/8"
1/4	1 column	1 3/4"	9 3/8"
1/6	2 column	3 11/16"	3"
1/8	2 column	3 11/16"	2 1/4"
1/8	1 column	1 3/4"	4 5/8"

Trim Size	9"	10 7/8"
Full (bleed)	9 1/2"	11 3/8"
Bleed "Live Area"	7 1/2"	9 3/8"

BUYER'S GUIDE ONLY

1 Block	1 column	2"	1"
2 Block	1 column	2"	2 1/8"
3 Block	1 column	2"	3 1/4"
4 Block	1 column	2"	4 3/8"

MECHANICAL SPECS

Required Ad Materials

1. Electronic File (CD, Zip100, FTP, Jaz)
2. Proof
3. List of Disk Contents

Acceptable File Formats

1. Adobe PDF files. Distiller PRESS setting.
2. MacIntosh platform required for everything but PDF files.
3. Quark files.
4. Photoshop eps or tiff files.
5. Illustrator eps. Must include all fonts or convert fonts to "Outline."
6. Freehand eps. Must include all fonts or convert fonts to "Path."
7. Must include all supporting files such as logos, images, screen and printer fonts.

Image Resolution

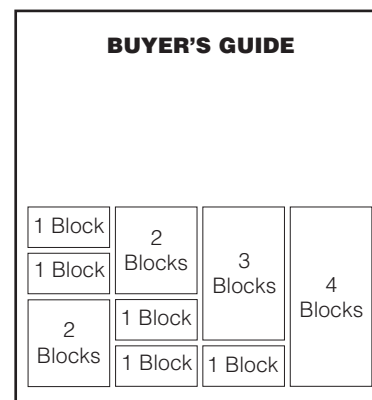
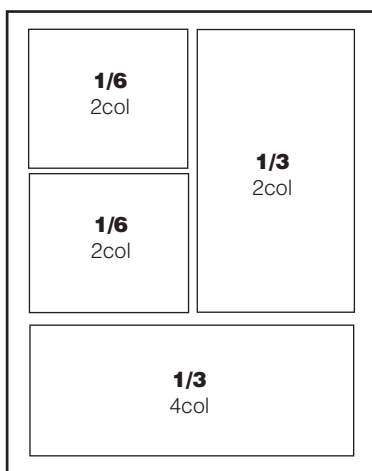
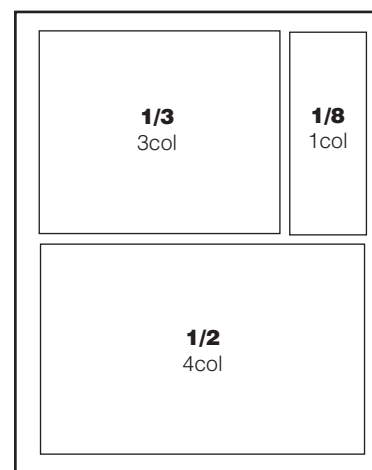
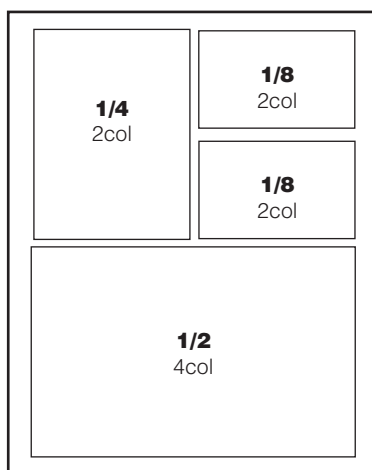
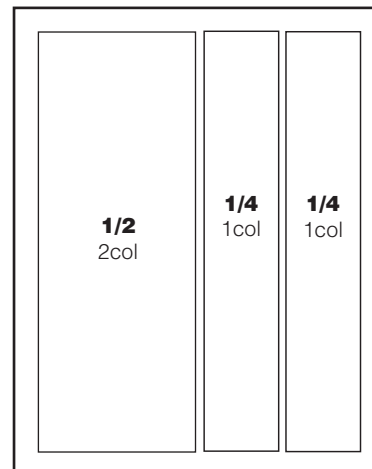
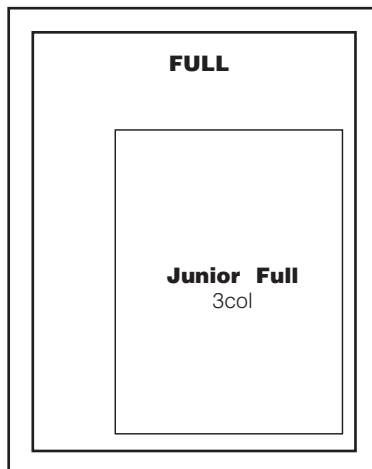
1. CMYK high resolution, at least 300 dpi.
2. RGB color is not acceptable format.
3. No spot color.

Proof Requirements - MUST HAVE

1. B/W: laser or velox.
2. 4/C: Digital proofs, Kodak Approvals, or progressive proofs.

Color Reproduction

Printing plant color compliance is within SWOP industry standards; however, precise color match is not guaranteed.



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