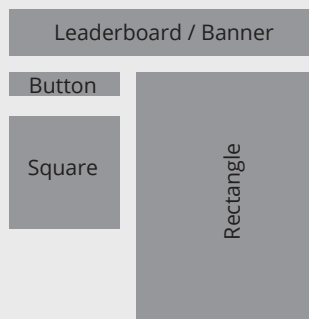


# Ad Specifications

## Web Ad Dimensions

| Ad Type     | Pixel Dimension |
|-------------|-----------------|
| Leaderboard | 728 x 90        |
| Banner      | 468 x 60        |
| Rectangle   | 240 x 400       |
| Square      | 240 x 240       |
| Button      | 240 x 60        |



## Print Ad Dimensions

| Ad Size             | Width                | Height                |
|---------------------|----------------------|-----------------------|
| 1/6 Page Vertical   | 2.375"               | 4.875"                |
| 1/6 Page Horizontal | 4.9375"              | 2.3125"               |
| 1/3 Page Vertical   | 2.375"               | 10"                   |
| 1/3 Page Horizontal | 4.9375"              | 4.875"                |
| 1/2 Page Vertical   | 4.9375"              | 7.5"                  |
| 1/2 Page Horizontal | 7.5"                 | 4.875"                |
| 2/3 Page            | 4.9375"              | 10"                   |
| Full Page*          | 8.375" + .125" bleed | 10.875" + .125" bleed |
| Two Page Spread**   | 16.75" + .125" bleed | 10.875" + .125" bleed |

\*Live area 7.5" x 10"

\*\*Live area 16" x 10.5" with 1" center gutter



## Accepted Print Ready Files

Adobe Acrobat PDF files are the preferred file format. All images need to be a minimum of 300 dpi in CMYK and all fonts embedded. All line art should be saved at 1,200 dpi. **PDF files should be generated using PRESS settings.** For all other file types, all elements that are contained in the ad must be included with file on media and be of high resolution, no less than 300 dpi. **All photos and graphics must be set to CMYK.** We are not responsible for color accuracy in files that must be converted from RGB to CMYK.

## Required Format for Web Materials

.JPG, .PNG, .SWF. All files must be 72dpi. Static files with no animation should be a maximum of 150kb file size.

## Accepted Media

CD, E-mail, Thumb drive, Dropbox.

## Color Proofs

If color accuracy is important, all four-color ads should include a matchprint or equivalent digital color proof. (If an accurate color proof is not provided, publisher will not be responsible for exact color reproduction.)

## Production Charges

We offer creative ad design as a service to our clients. The production fee of \$130 includes two client proofing cycles. Production charges will also apply to re-size an existing ad or fix one that was submitted with flaws.

## Important Dates

Winter/Spring  
**Ad Deadline:** Dec. 11  
**On Sale:** Jan. 5

Summer/Fall  
**Ad Deadline:** June 2  
**On Sale:** July 7