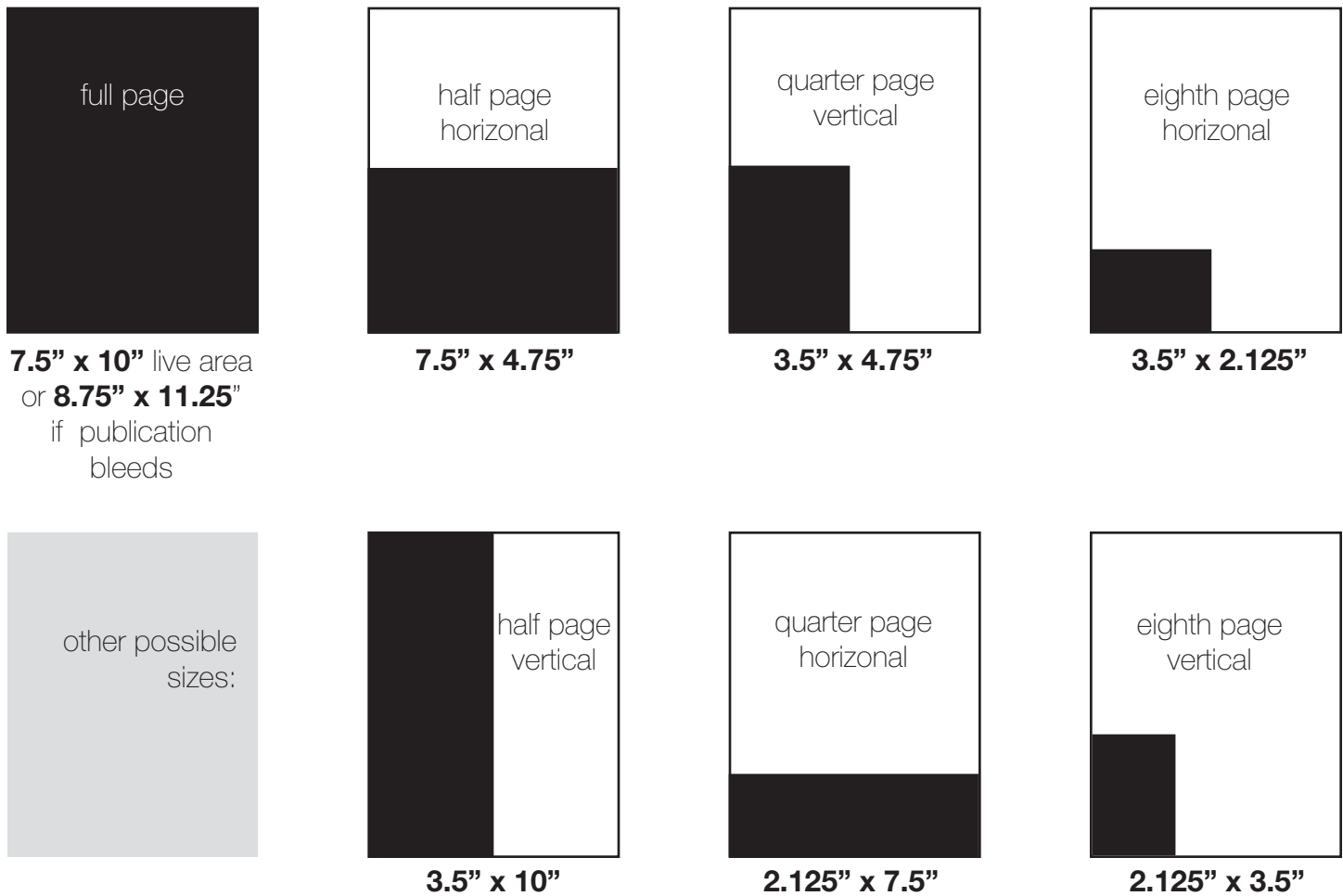


General information/specifications for print advertising based on a 8.5"x11" publication



The information contained herein is for general purposes only. Publication sizes and specifications may vary. Please check before submitting advertising.

Print ad specifications:

Advertising copy must be formatted in EPS or PDF, 300 dpi, with embedded fonts or fonts converted to outlines in the case of EPS files; JPG, TIFF or BMP files. No MS Publisher or graphics in Word documents can be accepted. Ads should be submitted in color space of the final print job (i.e.: 4/color process, greyscale or PMS spot color). Files may be emailed or placed on disk.

If it is necessary to submit ads in InDesign, Quark Xpress or Pagemaker, all fonts and graphics must be included on disk with the document.

Final version hard copy of all ads, as well as information on program, version and platform (MAC or PC) must also be included.

Be sure to consult with your publication editor on specific details before submitting advertising.

Thank you.

7.5" x 4.75"

3.5" x 4.75"

3.5" x 2.125"

3.5" x 2.125"