




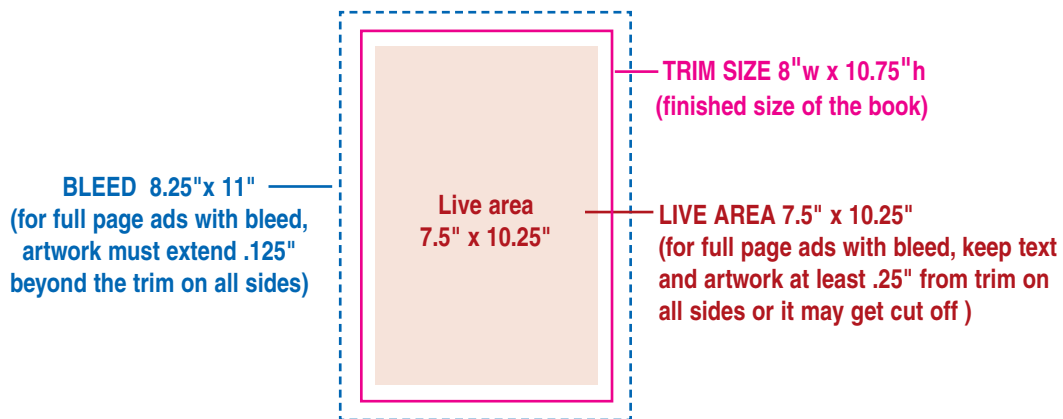


MECHANICAL REQUIREMENTS	(width x height)	
FULL PAGE WITH BLEED	8.25" X 11"	
FULL PAGE NON-BLEED	7" X 9.75"	
1/2 PAGE HORIZONTAL	7" X 4.75"	
1/2 PAGE VERTICAL	3.375" X 9.75"	
1/4 PAGE VERTICAL	3.375" X 4.75"	



SUPPLYING MATERIALS

PDF file preferred: PDF version 1.3 only, PDF/X-1a if possible. Fonts: embedded and subsetted.

Color: final device grey and CMYK only; no RGB or spot colors. No transparency (flatten before submitting).

Images: 300 dpi (continuous tone) and 1200 dpi or greater (line art). Text in non-vector formats, such as TIFF or JPEG images, is not recommended.

Also accepted: Macintosh files in Quark, Photoshop, or Illustrator. Include all fonts and graphics. Color and image specs as above.

PDF files under 10MB may be e-mailed. PDF files of any size may be sent via FTP (call or email for details). All other files require disk and hard proof (color ads require color proofs). Macintosh CD-ROM disks only.

Electronic artwork and proofs should conform to SWOP standards. All ads except full bleed must have borders. No artwork should penetrate borders.

Production fee/services: Charges will be assessed for electronic file intervention, including production changes and altering supplied advertiser materials.

SHIPPING DISK(S) AND MATERIALS

Please send materials to your account executive:

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