

Advertising Material Requirements:

Camera-ready is defined as all materials (documents, fonts, artwork, etc.) provided by computer disk or e-mail. We accept: 3.5-inch 100 MB Zip disks or CD-Rom.

- We prefer to receive ads in Quark or Adobe Illustrator so we can make changes to the files if requested and convert the files properly to our settings. We will also accept: PDF, EPS or TIFF file formats. Please make sure you embed the fonts when providing a PDF file format.
- All related photos/images should be provided as Adobe Photoshop TIFFs, an Adobe Photoshop EPS or Illustrator EPS if a clipping path is utilized and all fonts and spaces converted to outlines to eliminate font issues. File resolution should be a minimum of 300 dpi. Please convert all Pantone or RGB colors to CMYK and save all files with the appropriate extensions. Be sure that LZW compression is not checked when saving an Adobe Photoshop Tiff.
- All camera-ready ads MUST include ALL the fonts and images used. Fonts and images must be supplied each time the ad is supplied and include both printer and screen fonts. No True Type fonts or machine styling in Quark. (i.e. Do not bold, italicize, underline, or in any way manipulate type in the Quark font measurements box. Use the actual bold, italic, or variation of a font directly from the font family. Example: use Helvetica Bold, not Helvetica Regular with the B highlighted. The correctly used font will be indicated under Usage as font XXXX[plain]).
- E-mailed ads must include all supporting files and fonts (Quark/image files preferably named according to advertiser and not publication) and must have the advertiser's name flagged in the subject line of the e-mail. Compress your ad with "Stuffit" or a similar compression program, and make sure the attachment is not over 5 MBs (Break into multiple e-mails if necessary). Stuffit is available at www.aladdinsys.com.
- All colors should be process (cyan, magenta, yellow, black). NO PANTONE COLORS.
- All disks will be returned if requested. Please indicate if you would like your disk returned.

Dimensions

Sizes by Decimal Inch

Ad Sizes	Width	Height
Full Page	7.375"	10.125"
3/4 Page	5.5"	10.125"
1/2 H. Page	7.375"	5"
1/2 V. Page	3.625"	10.125"
3/8 V. Page	3.625"	7.562"
1/4 H. Page	7.375"	2.425"
1/4 V. Page	1.75"	10.125"
1/4 S. Page	3.625"	5"
1/8 H. Page	3.625"	2.425"
1/8 V. Page	1.75"	5"
Marketplace	2.505"	1.5"

Bleed Information:

Bleed	8.625"	11.125"
Trim Size	8.375"	10.875"
Live Area	7.375"	10.125"

