



Ad Sizes In Inches:

Table with 2 columns: Ad Size and Dimensions. Rows include Full Page Bleed (6 x 9), Full Page without Bleed (5 x 7 13/16), Full Page Horizontal (7 13/16 x 5), and 1/2 Page (5 x 3 13/16).

Publication Finished Size - 6" x 9"
Binding - Wire Bound
Printed on 4-color Process - Sheetfed

Disk Provided Ads:

- Preferred: Ads built in Mac Format, in QuarkXPress 3.3 or higher.
• Other applications supported but not preferred: Pagemaker 6.5, Photoshop, Illustrator, Freehand.
• Include all support files that have been placed within or imported to document such as Illustrator eps files or Photoshop eps or tiff images.
• Photos: 300 DPI, .eps or .tiff format, CMYK mode for 4-color ads, not RGB mode.
• Line Art: 600 DPI. CMYK for 4-color ads.
• Color Usage: Convert all spot colors to CMYK for 4-color process ads.
• Fonts: Use Postscript, Type 1 fonts; include both screen font and printer font.
• Please include a color printout of color ad or a black and white laser of any black and white ad.
• Quark document, plus all support files and fonts, may be saved to a diskette, zip, jazz, or CD.

Ads provided on film:

- 150 lines per inch, negative film, Right Reading Emulsion Down, imaged at 2400 dpi
• Each piece of film labeled with the correct process color
• A color correct proof must be included for color accuracy
• Any size ad that bleeds must have minimum 1/8" image beyond trim area

Camera Ready Ads: (Ads to be shot by camera)

- Artwork must be printed on slick stock for best results, not lightweight laser paper
• 4-color ads should be imaged to film not paper separations, 4-color ads printed on paper may result in poor registration and mottled color