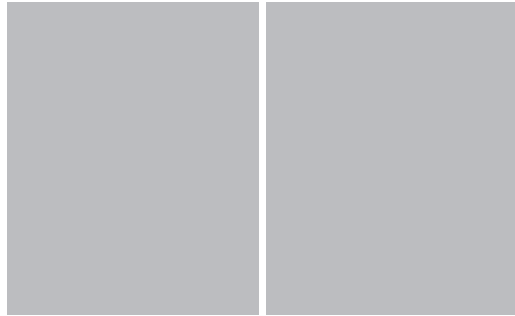
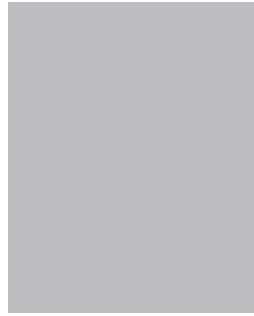


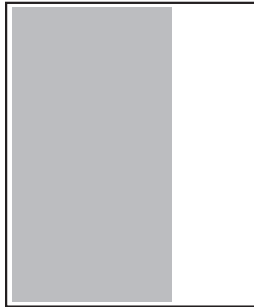
Mechanical Specifications



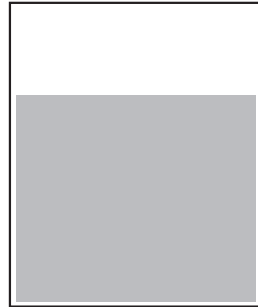
2-Page Spread Bleed: 17" x 11.125"
2-Page Spread Trim: 16.75" x 10.875"



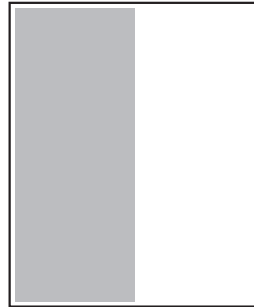
Full Page Bleed: 8.625" x 11.125"
Full Page Trim: 8.375" x 10.875"
Full Page Live Image: 7.875" x 10.375"



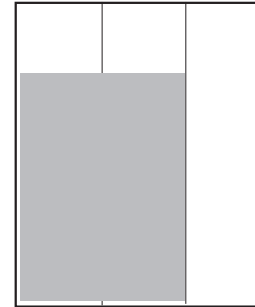
2/3 Page Vertical:
4.375" x 9.75"



2/3 Page Horizontal:
6.75" x 6.5"



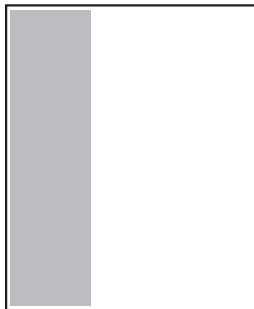
1/2 Page Vertical:
3.25" x 9.75"



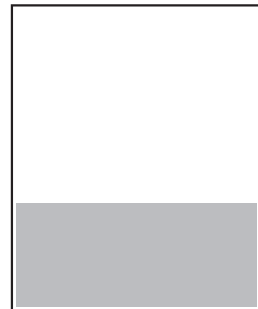
1/2 Page Island:
4.375" x 7.25"



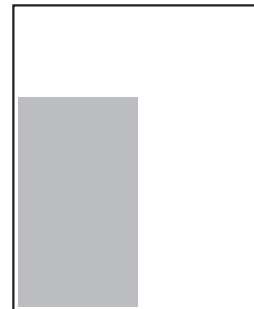
1/2 Page Horizontal:
6.75" x 4.75"



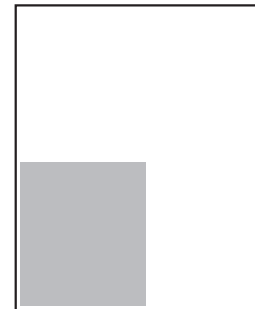
1/3 Page Vertical
Strip: 2.175" x 9.75"



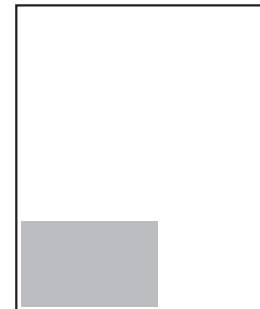
1/3 Page Horizontal
Strip: 6.75" x 3"



1/3 Page Vertical:
3.25" x 6.5"



1/4 Page:
3.25" x 4.75"



1/8 Page:
3.25" x 2.25"

Mechanical Specifications

■ **COMPUTER-GENERATED ADS**

We accept ads built in InDesign, Adobe Illustrator or Adobe Photoshop. EPS, TIFF and PDF files from either Macintosh or Windows systems are also acceptable. If the file is sent on disk, the disk must be Macintosh-compatible. Ads can be sent on a CD or DVD. Files may also be sent via FTP. (Please contact the advertising department for FTP instructions.) A color key or matchprint-type proof must be submitted with the files.

■ **PRINTING PROCESS**

Cover and text: Webpress using 4-color process.

■ **PAPER STOCK**

Cover: 100 lbs. C2S #2 Matte Book Abalon; Text: 60 lbs. C2S #3 Gloss Book

■ **TRIM SIZE**

8.375" x 10.875". Please keep all text at least .25 inches away from the trim (for full-page ads).

■ **BINDING**

Perfect-bound.