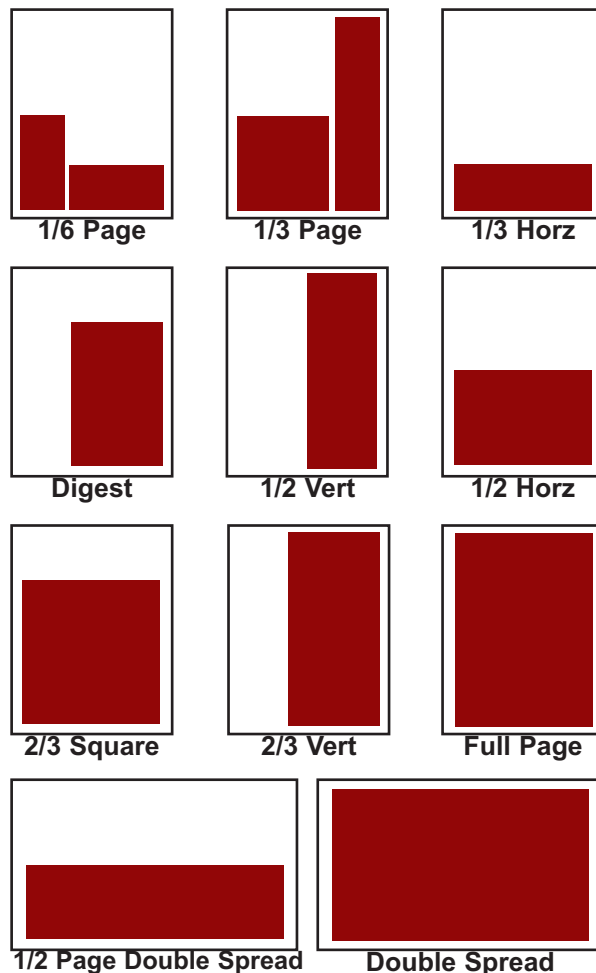


MECHANICAL REQUIREMENTS

AD SIZES	WIDTH BY HEIGHT		
Full Page (trim)	7 7/8"	x	10 7/8"
Full Page (live)	7 3/16"	x	10 1/16"
Full Page (bleed)	8 3/8"	x	11 1/8"
2/3 Page Vertical	4 3/4"	x	10 1/16"
2/3 Page (bleed)	5 5/16"	x	11 1/8"
2/3 Page Square	7 3/16"	x	7 1/2"
Digest	4 3/4"	x	7 1/2"
Digest (bleed)	5 5/16"	x	8 1/16"
1/2 Page Horizontal	7 3/16"	x	4 15/16"
1/2 Page Horizontal (bleed)	8 3/8"	x	5 7/16"
1/2 Page Vertical	3 10/16"	x	10 1/16"
1/3 Page Vertical	2 5/16"	x	10 1/16"
1/3 Page Vertical (bleed)	2 15/16"	x	11 1/8"
1/3 Page Square	4 3/4"	x	4 15/16"
1/3 Page Horizontal	7 3/16"	x	2 7/16"
1/6 Page Vertical	2 5/16"	x	4 15/16"
1/6 Page Horizontal	4 3/4"	x	2 7/16"
1/2 DPS (trim)	15 3/4"	x	5 5/16"
1/2 DPS (live)	15 1/16"	x	4 15/16"
1/2 DPS (bleed)	16 1/2"	x	5 7/16"
Double Page Spread (trim)	15 3/4"	x	10 7/8"
Double Page Spread (live)	15 1/16"	x	10 1/16"
Double Page Spread (bleed)	16 1/2"	x	11 1/8"



ALL CRITICAL TYPE OR ILLUSTRATIVE MATTER SHOULD BE A MINIMUM OF 3/8" FROM THE TRIM EDGES

SPECIFICATIONS

Digital ad material is preferred.

We accept files created in Macintosh format only.

Advertising material can be supplied in the following formats: QuarkXpress, Freehand, Photoshop, Illustrator EPS, InDesign, PageMaker or Corel Draw if saved in PDF, JPG, or EPS format and all fonts are converted to outline (Do not embed images in word documents).

For advertisements requiring production supply clean, high quality artwork (logos, photography and graphics).

Ad material supplied on disc, include required fonts and all linked graphics.

Graphic must be high resolution (300 dpi). GIF and JPG internet/web graphics are only 72dpi. and not suitable for quality press printing.

Proofs of ads will be sent for your approval prior to publishing except where camera ready art has been submitted.

If signed approval is not returned by press time, publishers will assume material is satisfactory for printing.

GENERAL POLICY

1. Ads must run within 12 months of first insertion to earn frequency discounts. (Multiple ads in one issue qualify for frequency discounts.)
2. Publisher will not be responsible for ad material beyond 12 months after publication.
3. Advertising non-cancelable after closing date.
4. Rates do not include Goods and Services Tax.
5. Commissions: 15% to recognized agencies. Terms of payment: Interest of 2% per month is charged on unpaid accounts after 30 days. On direct accounts, payment should be made with orders or at closing date unless credit terms have been arranged in advance.

