



Trim Size 5.5" x 8.5"
Bleed Allowance 5.75" x 8.75"
Printing Offset
Paper Stock 60 lb. Gloss White
Binding Saddle Stitch

Whenever possible, we prefer to receive your advertisement as an Adobe Acrobat PDF, via e-mail or our FTP server. Note that PDFs must have fonts embedded, and all graphics within the original layout must be in either grayscale or CMYK color mode. PDFs must also have marks and bleed turned on.

If you need to submit your files in a format other than PDF, please use the following guidelines:

- [Apple or Windows OS](#)
- [Adobe InDesign CS3 or lower](#)
- [QuarkXPress 7.1 or lower](#)
- [Adobe Illustrator CS3 or lower](#)
- [Adobe Photoshop CS3 or lower](#)
- [TIFF, JPEG images \(300 dpi, sized to fit\)](#)
- [Generic or Illustrator EPS](#)

Note that if you intend to submit your file in Illustrator or EPS format, all fonts must be converted to paths and all links embedded.

If you need to submit your files via regular mail, we accept CD and DVD media in Apple or Windows formats with color proofs.

CLOSING DATES:

SPACE and MATERIALS: One (1) month prior to publishing month (i.e. Jan. 1 for February, Feb. 1 for March, Mar. 1 for April, etc.). AD COPY and SIZE may be changed during your contract term - you are contracting for number of times to run.

FTP site information: Upon signed contract, we can provide a username and password to upload materials to a secure site.

Ad Copy Dimensions

Full Page (live area)	4.625" x 7.625"
3/4 Page	4.625" x 5.5"
1/2 Page Horizontal	4.625" x 3.75"
1/2 Page Vertical	2.25" x 7.625"
1/2 Page Island	3.375" x 4.875"
3/8 Page Horizontal	4.625" x 2.75"
3/8 Page Vertical	2.25" x 5.5"
1/4 Page Horizontal	4.625" x 1.875"
1/4 Page Vertical	2.25" x 3.75"