

## Production requirements

### Ad specs

**Printing Process:** Web Offset

**Binding:** Saddle Stitch

**Screen Value:** 133 line screen for four-color

**Mac Read:** 300 dpi, CYMK, mac preview of tiff. Art files should be submitted on a zip disk or CD along with any fonts or pic images used. We are able to accept Quark, PhotoShop, Freehand and Illustrator files. PDF files are also accepted. No downloads please.

**Film: We do not accept.**

Conversion and other production charges related to advertising materials will be billed at pre-vailing rates and are not commissionable.

**Personal Services:** Ad must be submitted in type written form. 50 words or less.

### Mechanical requirements

Ad Sizes (in inches)	Width	Height
Two-page spread (bleed)	16 1/4	11 1/8
Two-page spread (non-bleed)	15	9 1/4
Full page (bleed)	8 1/8	11 1/8
Full page (non-bleed)	7	9 1/4
2/3 page (vertical)	4 5/8	9 1/4
1/2 page (horizontal)	7	4 1/2
1/2 page (vertical)	4 5/8	7
1/3 page (horizontal)	4 5/8	4 1/2
1/3 page (vertical)	2 1/4	9 1/4
1/4 page (horizontal)	7 3/8	2 3/8
1/6 page (horizontal)	4 1/4	2 1/2
1/6 page (vertical)	2 1/2	4 1/4
1/12 page (vertical)	2 1/2	2 1/2
Inch page	2 1/2	1"
Trim Size	8	10 7/8
<b>SAFETY FOR LIVE MATTER:</b>	1/4"	

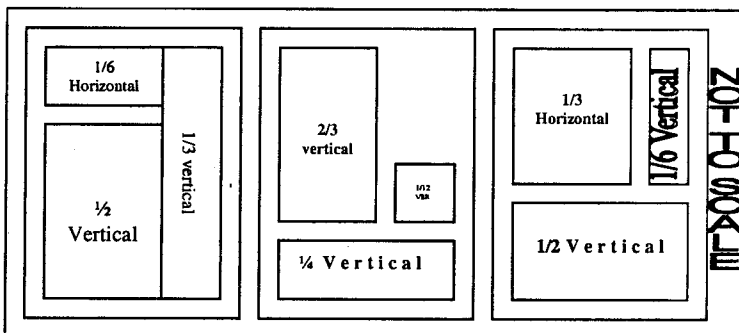
### Ad production

- All ads presented must be camera-ready. Several competent agencies are available to produce your artwork.
- The publisher is not responsible for errors in key coding.
- Publisher reserves the right to change advertising deadlines, on-sale date, and estimated readership without notice.
- Advertising material returned upon request only. Otherwise, material is retained for the length of time the ad is running.

#### POSITIONING

Ad positions are at the discretion of the publisher, except when a specific placement is agreed to in writing. A 10% positioning charge, which is non-discountable, will be added to billing for definite position orders.

### Fractional sizes



### Copy & Contract regulations

1) Advertising contracts may be accepted for one year or less, but rates will be guaranteed for three months only.

2) Publisher reserves the right to cancel the contract upon default in payment of all unpaid charges.

3) Neither the advertiser nor its agency may cancel after mechanical deadline dates. Cancellations by publisher (as well as changes in insertion orders) not will be in writing. Cancellations by advertiser or agency are not effective until confirmed in writing by the publisher.

4) Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, accidents, legal action or other circumstances beyond the publisher's control. Furthermore, the publisher has no obligation to run any ad from an advertiser unless it has first been accepted by the publisher, and, accordingly, the publisher has no liability for any ad that has not been accepted that does not appear.

5) In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the publisher and publication, the officers, directors, stockholders, agents, employees and representatives from and against all losses, damages, claims, liabilities and expenses (including legal fees and costs) resulting from the publication of the contents of the advertisement, including by way of illustration and not limitation, claims or law suits for libel, violations of right to privacy, copyright infringement, plagiarism, defamation or unfair competition. Advertisements are accepted upon the representation that advertiser and its agency have the right to authorize publication of the contents thereof.

6) The publisher assumes no liability for errors in key coding. An advertiser

and/or his agency assumes full liability for all content (including any text, representation, illustrations, sketches, maps, words, labels, trademarks or other copyrighted matters) in his authorized advertisements.

7) Publisher reserves the right to reject or cancel advertisements which are objectionable in appearance, character, wording, or for any reason deemed unacceptable, at the sole discretion of the publisher at any time without liability, even though previously acknowledged, accepted or published.

8) The publisher assumes no responsibility for improper use of coupons forming part of an advertisement.

9) When change of copy is not received by the advertising deadline date, copy run in previous issue will be inserted.

10) Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledge by the publisher in writing.

11) All insertion orders are accepted by the publisher on the condition that:

a) Only conditions set forth in the media kit shall be binding in the publisher unless specifically agreed to in writing by the publisher.

b) The publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in the media kit.

c) Any insertion of advertising made by the agency represents an acceptance by the agency and the advertiser of all the terms and conditions of the media kit applicable to the issue in which such insertion is to be published.

d) Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to publisher for advertising that advertiser or its agent ordered and that was published.