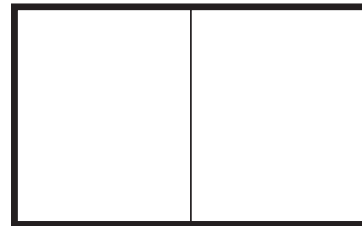


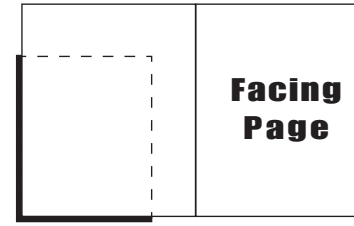
Mechanical Specifications



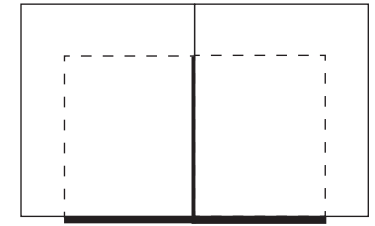
FULL PAGE
Live: 10" x 13"
Bleed: 11" x 14"



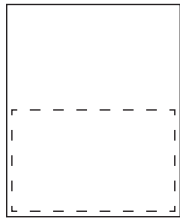
FULL PAGE SPREAD
Live: 20³/₄" x 12³/₄"
Bleed (all sides): 21³/₄" x 14"



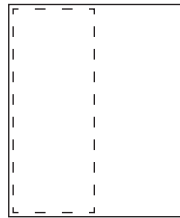
JUNIOR PAGE INSERTION
Live: 7⁷/₈" x 10⁷/₁₆"
Bleed (face trim & foot): 8¹/₂" x 11¹/₄"



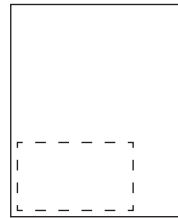
JUNIOR PAGE INSERTION SPREAD
Live: 16⁷/₁₆" x 10¹/₂"



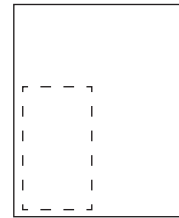
HALF PAGE HORIZONTAL
Live: 10" x 6"



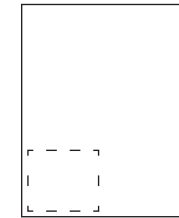
HALF PAGE VERTICAL*
Live: 5³/₄" x 12"



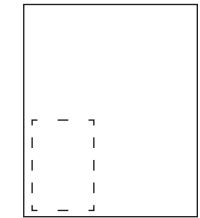
THIRD PAGE HORIZONTAL*
Live: 7⁷/₈" x 3⁷/₈"



THIRD PAGE VERTICAL*
Live: 3³/₄" x 8"



FOURTH PAGE HORIZONTAL
Live: 5³/₄" x 4"



FOURTH PAGE VERTICAL
Live: 3³/₄" x 6"

* 20% premium

All advertising is printed in four color process only. Match (PMS) colors are not available.

Color Separations

120-133 line screen minimum.

Paper Stock

80 lb. White Enamel.

Black & White Halftones

85 line screen suggested minimum.

Film Negatives

Must be right reading, emulsion side down.

Camera Ready Mechanicals

Accepted with acetate overlays accurately defining placement and precise 4-color process color indications on tissue overlay.

Stripping charges will apply.

Electronic Files

Not accepted without prior approval, additional charges will apply.

Production Charges

No charges when one-piece, correct size 4-color process negative is supplied. Charges will incur for all other types of material.

Color Requirements for 4-Color Process

Maximum 133 line screen.

Right reading emulsion side down litho negatives.

Reverse type must be spread in all color negatives other than the dominant negative that defines type.

Match Print must accompany all 4-color material or charges will incur.

Live Area

For bleed ads, type and graphic elements not intended to bleed must be kept ³/₈" from top, bottom and each side of live area.

Live Matter on facing page film "spreads" should not be closer than ¹/₈" from center fold on each page, providing a total separation of ¹/₄".