ADVERTISING SPECIFICATIONS

MATERIAL SPECIFICATIONS
Advertising must be submitted in digital format. All images and elements must be placed at 100% in CMYK to SWOP standards with a minimum resolution of 300 dpi (PSD, TIF, or JPEG).

MEDIA
DVD or CD-ROM (ISO 9660 format). Media will be returned two weeks following the publishing date, upon request only.

DATA FORMATS
PDF x1a files only.

FTP UPLOADS
Please contact your sales representative.

PROOFS
Supplied ads are accepted with the understanding that the advertiser has provided a properly calibrated approved proof and will be forwarded to the press as a guide. If no proof is supplied, a color printout will be provided to the press. Please note, due to variations in monitors and printers, final printed color may not be an identical match. Halftone proofs are available to all advertisers, designers, or agencies at $50 per page.

AD DESIGN

DESIGN CONSIDERATIONS
Hairline rules and reverse type (under 8 pt., particularly serif fonts) tend to fill in on press and are not recommended. Black backgrounds, in 4-color advertisements, should have under-color added: 50% cyan, 40% magenta, 40% yellow, 100% black; or 2-color black: 60% cyan, 100% black.

PRINTING
Web offset on 60-lb. coated free-sheet to SWOP standards. Dot variation of 4% per color (cyan, magenta, yellow, and black) are within SWOP standards. Publisher is not liable for any color variations within SWOP standards.

FIVE-COLOR RATES
For Pantone and metallic inks, consult publisher.

RATEHOLDER
Minimum size space to maintain frequency is 1/4 page.

INSERTS
A limited number of special units are available per issue. Rates and mechanical specifications upon request.

MULTIPLE-PAGE DISCOUNTS
Advertisers running four or more pages in a single issue are eligible for multiple-page discounts. Consult publisher.

CREDIT
Advertisers or agencies are required to fill out a credit application. Full payment is due within 30 days of invoice date. No credit will be extended to advertisers with a balance due over 60 days. A service charge of 1% per month will accrue on all account balances over 30 days.

DIGITAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread w/ Bleed</td>
<td>17.25”</td>
<td>11.25”</td>
</tr>
<tr>
<td>Full Page w/ Bleed</td>
<td>8.875”</td>
<td>11.25”</td>
</tr>
<tr>
<td>Trim Size</td>
<td>8.375”</td>
<td>10.75”</td>
</tr>
<tr>
<td>Live Matter</td>
<td>7.1667”</td>
<td>9.1806”</td>
</tr>
</tbody>
</table>

*All copy and logos MUST be at least .375” away from edge of page trim size.*

2/3 Page Vertical             | 4.6944”| 9.1806”|
1/2 Page Vertical             | 4.6944”| 6.8231”|
1/2 Page Horizontal           | 7.1667”| 4.4654”|
1/3 Page Vertical             | 2.2222”| 9.1806”|
1/3 Page Square               | 4.6944”| 4.4654”|
1/4 Page Vertical             | 3.4583”| 4.4654”|
1/6 Page Vertical             | 2.2222”| 4.4654”|
1/6 Page Horizontal           | 4.6944”| 2.1077”|

FOR MORE INFORMATION ABOUT ADVERTISING, PLEASE CONTACT YOUR SALES REPRESENTATIVE.

760-325-2333

Christina Carrera ex 222
Jim Doyle ex 221
Paulina Larson ex 286
Michael Mathews ex 236
Kathi Pettersen ex 220
Julie Rogers ex 255

DIGITAL SUBMISSION

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