

Issuance and Mechanical Requirements

(A) Published Monthly. On-sale approximately the 1st of the month of issue.

(B) Space Reservations required by the 24th of the second month prior to the publication month.
Material closing date: 25th of the second month prior to the publication.

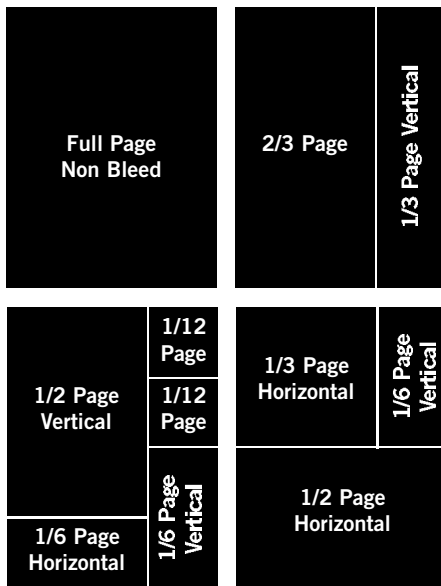
(C) Not responsible for reproduction or positioning if material is received after published closing date. Velox material that contains prescreened halftones or color photographs submitted for black and white advertisements may present reproduction problems. Publisher can not guarantee legibility of 4-color reverse type below 10 points or black and white reverse type below 6 points. All material destroyed after one year.

(D) Proof changes and disk intervention on supplied disks will be charged to the advertiser, except for corrections of publisher's errors. Publisher will pull proof when one is not supplied, subject to charge.

(E) Printing specifications: 20-25% dot gain. Heat-set web offset. Perfect binding. Jogs to head.

(F) Prep specifications: 133 line screen. Screened tone values which exceed 85% will print as a solid. Screen tone values under 3% may drop to white. Total density of all colors in any one area is not to exceed 280%. Offset reproduction may not match computer generated color proofs.

(G) Digital Requirements: Please ask your sales representative for a complete digital requirements sheet.



(H) Standard Page Size — Three Columns

Full Page	7" wide by 10" deep (center Full Page Non-Bleed ads in an 8" wide by 10 7/8" deep page size)
2/3 Page (2 cols.)	4 5/8" wide by 9 7/8" deep
1/2 Page (vert.)	4 5/8" wide by 7 3/8" deep
1/2 Page (horiz.)	7" wide by 4 7/8" deep
1/3 Page (vert.)	2 1/4" wide by 9 7/8" deep
1/3 Page (horiz.)	4 5/8" wide by 4 7/8" deep
1/6 Page (vert.)	2 1/4" wide by 4 7/8" deep
1/6 Page (horiz.)	4 5/8" wide by 2 3/8" deep
1/12 Page	2 1/4" wide by 2 3/8" deep
1"	2 1/4" wide by 1" deep

(I) Bleed Specifications — Full Page Units

Keep live matter 3/8" in from all outer trim edges.

Bleed specifications on other size units available upon request.

One Page bleed size: 8 1/4" wide by 11 1/8" deep
Trimmed to: 8" wide by 10 7/8" deep
(Page size must be 8" wide by 10 7/8" deep with bleed extending 1/8" beyond page size)

Two Page bleed size: 16 1/4" wide by 11 1/8" deep
Trimmed to: 2 pages: 8" wide by 10 7/8" deep
(Files for spread ads must be prepared as two facing pages)

